

UNIVERSITY RELATIONS — MARKET RESEARCH

Market research helps take the guesswork out of decision making by providing actionable insights. The Market Research unit at WVU is responsible for providing market research intelligence to aid in strategic marketing and business decision making for the university, as well as schools within the university. We also direct and manage outside market research vendors when necessary.

MARKET RESEARCH SERVICES INCLUDE

- Consultation
- Survey instrument design
- Recruitment (if necessary)
- Analysis and reporting

TYPES OF MARKET RESEARCH YOU MIGHT CONSIDER USING INCLUDE

- Awareness and usage
- Branding/image
- Customer satisfaction
- Message testing
- Competitive analysis

RESEARCH METHODOLOGIES INCLUDE

- Online surveys
- In-person focus groups
- Online focus groups
- Online bulletin boards
- Ethnographic (in-home) research
- One-on-one interviews

Ultimately, market research ensures that your crucial decisions are informed and guided by solid, reliable data.

CONTACT

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