### Title Page
- Title of Research Study
- Name of Client (BCHS club or sport)
- Researcher’s Name(s)
- Organization (Marketing Class)
- Date

### Executive Summary
- Summary of Problem/Objectives
- Summary of Research Methodology
- Summary of Findings
- Summary of Conclusions
- Summary of Recommendations

### Introduction
- Background Information
- Research Problem/Objectives

### Research Methodology
- Secondary Research (Marketing Site)
- Primary Research (Survey)
- Target Population
- Avoidance of Bias
- Rationale for Survey Method
- Explanation of How Research Study Was Done

### Findings
- Facts Gathered Through Research
- Charts Presenting Research Findings

### Conclusions
- Interpretation of Data (What Does It Mean?)

### Recommendations
- Next Action Client Should Take
- Solution for Research Problem/Objectives

### Limitations
- Flaws in the Research Design
- Sampling Errors

### Appendices
- Tables and Charts of Survey Data
- Copy of Survey

### Six Traits
- Conventions
- Organization
- Word Choice
- Sentence Fluency
- Ideas & Content
- Voice

### Approval of Recommended Product
- Product Approved

### Total
- 100