A message from the Dean and Program Director

For over 15 years, the Marketing Research Partnership Program (MRPP) has been a model for student engagement and community involvement in our region. We’ve nurtured the talents and skills of our students to become the marketing research superstars of the future. The mentor program, hands-on learning with client research projects, and networking events have given our students the confidence, social capital, and job skills to succeed in their careers as researchers. The MRPP has helped to connect over 140 students with some of the top marketing research companies in the world, including many in the Greater Cincinnati/Northern Kentucky region.

We will continue to support our community by providing and funding market research studies for local businesses and non-profits, providing scholarships for students to attend marketing research conferences, and facilitating best-in-class networking events. All of these activities together require significant investments, and we are grateful for the more than $100,000 we have received in corporate and individual support over the years. In order to sustain our growth during these challenging financial times, we are relying on you, our graduates/partners.

“The real client research project I worked on, sponsored by the MRPP, enabled me to start my career in a higher than entry level position—and because of my real world experience I was able to move up quickly.”

NICOLE CAUDILL, '14
employed by IPSOS
What is MRPP?

The Marketing Research Partnership Program (MRPP) at Northern Kentucky University gives students the skills and experience to become the next generation of marketing research professionals. We do this by connecting them with local companies and teaching them best practices in research design, data analysis, and data visualization.

Less than a handful of universities offer programs in marketing research; NKU is the only school regionally that offers an innovative program that allows students to discover the market research industry firsthand. We provide real-world experiences to our students because we believe those opportunities translate into real-world success. Having direct contact with employers in one of the largest metropolitan hubs for marketing research allows students to network and build relationships within the industry before graduation.

For the last 14 years, we have focused on preparing our students for success in the market research field. Our 140 alumni hold vast leadership positions in various organizations in the region, and we stay connected with them to celebrate their accomplishments and success.

“The MRPP has done a tremendous job in preparing and guiding me for my marketing career. I enjoy learning about consumer insights and what motivates customers in their product and service-purchasing decisions. I cannot wait to apply that knowledge to real-life situations.”

CAIT SCHAUER
current marketing student

140 students placed in partner firms
14 years connecting students & professionals
140 student scholarships to industry conferences & external networking events
Provided full-service research studies for 60+ nonprofit orgs. & small businesses
40+ guest speakers from partner firms
9 networking events
11 mentor lunches

MRPP.nku.edu
Tiffany Bailey ‘02 describes herself as someone who kind of just stumbled into marketing research. She would have been a student at NKU forever if she could have been, she says. Bailey worked through six majors—biology, chemistry, pharmacy, accounting, advertising, graphic design—before landing on marketing.

It wasn’t until she took a marketing research class under Dr. Aron Levin, professor of marketing and MRPP director, that she knew she found her place in the world. Real-world assignments like presenting to a credit union helped Bailey climb the corporate ladder to land her current role—senior account executive and part-owner of Directions Research, Inc.

“I came into the business world understanding so much more than I would have otherwise,” Bailey says. “When you have what happens day in and day out put in front of you on a smaller scale, you learn the foundations of that process. When someone talks to you about your role—whether it’s in project management or analysis—you’ve already done it.”

Bailey started at Directions in 2003 as a staff assistant. From there, she moved into project management and then into analytic work. After getting her master’s in marketing and research, she moved her way up to senior account executive.

She loves what she does, and she’ll never forget where she got her start.

“Dr. Levin has done such an amazing job,” Bailey says. “It’s not just the students he’s placed but the connections he has built in all these companies here in Greater Cincinnati/Northern Kentucky. Having the ability to make those connections and just talking to those people about options is so beneficial and definitely something to be taken advantage of.”
Give to the MRPP

By making an investment in this program, you are supporting the next generation of market researchers who will cultivate the future of the industry. Regardless of the amount, your gift will make a significant impact in the lives of our students.

You may make a secure online gift at supportnku.nku.edu and designate your donation to the Marketing Research Partnership Program in the comments section. Or, please make a check payable to NKU Foundation, Inc., and designate your gift to the Marketing Research Partnership Program. Please mail correspondence to: NKU Advancement Services, 239 Lucas Administrative Center, Highland Heights, KY 41099.

supportnku.nku.edu/COB

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MARKET VISION
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Since 2002, we have provided a variety of research projects for local nonprofit organizations and small businesses including:

- BRAND EQUITY
- SEGMENTATION
- CUSTOMER SATISFACTION
- POSITIONING
- NEW PRODUCT DEVELOPMENT

“The MRPP is one of the most important organizations I’ve been a part of because I most certainly wouldn’t have had the opportunities that I’ve had without it.”

KEVIN STAVERMAN, ’14
employed by Nielsen
Lindsey Arrasmith ‘16 always knew she wanted to have a career in business. When she started at NKU, she was a human resource management major. She eventually found her way into marketing, where she loved learning about why people buy and connect with certain products.

Arrasmith was already working in a marketing role for a small logistics firm by the time she took Dr. Levin’s marketing research class, but she wasn’t sure it was entirely what she wanted to do.

“The class kind of polished my skills that I already had and gave me a real direction to go in,” Arrasmith says. “I was a senior by the time I took Dr. Levin’s class, and it was time to start getting serious. Working with him pushed me to pick something and to start looking at very specific companies and job titles.”

Arrasmith, now an associate project manager at Burke, Inc., graduated from NKU in 2016 with a bachelor’s degree in marketing (with a focus in marketing research) and a minor in economics.

The real-world projects she focused on in her classes involved real clients in the region—something Arrasmith thinks undergraduate students can benefit from that will help prepare them for their first job.

“The projects I did really prepared me for working in marketing research,” Arrasmith says. “The program solidified what I wanted to do and gave me a jumpstart into my job. If I walked into this job without taking that class, I would have struggled a little bit more.”