Assignment #3
Market Research
ENG 271

Description
Identify three to five different products of the same product family and compare them for purposes of evaluation. Identify their features in a table format and write narrative material to describe and supplement the table-formatted comparison. Since I want you to write with an audience in mind that is a potential consumer of one of these products, your work should be evaluative and not simply informative. You should utilize at least two different information organization strategies in this assignment: outlining and using tables/spreadsheets (Chapter Ten).

Due date
- Beginning of class on Wednesday, September 28
- Submit via e-mail to gretchen.haas@mnsu.edu
- Include “ENG 271 <your first name><your last name> Market Research” in the subject line

Evaluation Criteria
- You use topic sentences/transitions to organize your information.
- You use the compare/contrast mechanism to organize your information.
- You design your document uses principles from Chapter Eleven.
- Your work should be both informative and evaluative.
- Your work should be clearly oriented toward an audience of a prospective consumer of one of the products in the group.

Rhetorical Choices Paper Prompts
Use the following prompts to help you write your paper on the rhetorical choices you made when assembling your market research documents, and feel free to write about other rhetorical choices you made too.
- How did considering the audience shape your organizational strategies?
- What design decisions did you use to make your table intelligible to readers?
- How did you design your document to tie together your table and your narrative section?
- Did you outline to plan your narrative section? If so, was it a helpful strategy?
- How did your comparison table evolve during the course of this assignment?
- Remark on your experience writing topic sentences and transitions in the narrative section of the assignment.

There are not any wrong answers in this part of the assignment. The only way you can receive less than full credit on this portion of the assignment is by cutting yourself short and not fully documenting your rhetorical choices.