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The Standard Times

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*We're on the Web!
Come check us out!*

www.umassd.edu/cmr



Please Join Us.....



Dr. Nora Ganim Barnes
Center Director

Welcome to the UMass Dartmouth Center for Marketing Research! The Center has been serving the business community in some form since 1982. We offer high quality, affordable assistance to a wide range of organizations. The Center has been recognized by the UMass President's Office for its outstanding work in the business community.

Directing the Center for the past nine years has been exciting and rewarding. We have grown in experience and reputation. More importantly, we have formed strong relationships with businesses in our region.

Please join us for programs, attend our events, or stop by and visit us at our beautiful, new location in Fairhaven. We look forward to the opportunity to assist you or your business.

Our Students

Our students are an integral part of the Center for Marketing Research. They provide much of the work the Center offers and beyond that, give the Center a unique persona. Clients enjoy meeting and interacting with our students, and the students provide a high quality, useful product.



Our Mission

As an outreach unit of the Charlton College of Business our goal is to facilitate the economic development of the region by providing an affordable, high-quality economic alternative to meeting business needs for research, training, and consulting in any and all aspects of Marketing.

Our Passion

We are passionate about our clients! To date they have included a range from small and start-up businesses to Fortune 500 companies from both the commercial and not-for-profit sectors. Our clients have included Scotts Lawn Care Company, Ocean Spray, Cape Cod Cranberry Growers' Association, USDA/MDAR and many more. In every case we work hard to understand our clients' business and provide the best possible product. The Center's work has been featured in BusinessWeek, Inc. Magazine, the Boston Globe, the Washington Post, the New York Daily News, the New York Times, the LA Times and on Fox News.

Our Reputation

The Center for Marketing Research is well known nationally and internationally for its studies. Most recently, the Center has become one of the prime sources for information on Social Media adoption in business. The Center has produced the first longitudinal studies done charting adoption across a range of social media tools including blogging, podcasting, social networking sites and online video. See our website for executive summaries of our social media studies.

Annual Celebrity/Scholarship Dinner

Each Spring the Center hosts a Celebrity/Scholarship Dinner to present scholarships to students. At that event, the scholarships donated by our business community are given to recipients with assistance from our celebrity guest. We have been privileged to have Boston Celtic/ESPN commentator Bill Walton, former trial lawyer F. Lee Bailey, Captain Alan Bean, 4th man to walk on the moon, Dr. Henry Lee, top forensic scientist, Andy Rooney from 60 Minutes, Boston Celtic legend, Bill Russell and Boston Red Sox Hall of Famer, Carlton Fisk. Each evening was filled with great stories and memorable moments as the UMass Dartmouth Center for Marketing Research recognized the students and businesses that make it unique.

Our Offerings

- ♦ Focus Groups
- ♦ Customer Satisfaction Studies
- ♦ Feasibility Studies/Market Analysis
- ♦ Small Business Seminars
- ♦ Social Media Studies
- ♦ Promotion/Packaging
- ♦ Customized projects
- ♦ Online Surveys



Our Operation

Each semester, UMass Dartmouth, Charlton College of Business, Marketing seniors work with the Center for Marketing Research on projects. The students work in 3-5 person teams, and each team works with a client arranged by Dr. Barnes. A research study is designed and a survey instrument drafted. With approval by the client, data collection begins. The data is analyzed with a statistical software packages and presented in a full-color, 75-100 page report, with database and CD included. Dr. Barnes leads each team directly-supervising and approving each and every step of the project.

In addition, graduate students, faculty, and staff provide customized assistance to a range of clients. Most projects run on a semester basis while others may be scheduled for up to one year. Services are fee-based and dependent on scope and needs of clients.



We are serious about our work and passionate about our clients!

