

Research Problem/Opportunity- Option 1: Fair Trade at Ramapo?

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Marketing Research

A campus-wide, interdisciplinary, and collaborative effort aimed to bring Fair Trade to Ramapo College started in Fall 2018. The main organization focus will be Spring 2019 through Spring 2020 when hopefully a long-lasting presence of Fair Trade on campus will be provided. Faculty, staff, students and community members and organizations are encouraged to do research and share knowledge about the need for Fair Trade and what it would look like for particular products. Fair Trade involves various social issues—business ethics, labor relations, human rights, gender equality, environmental sustainability, public health, etc.—and is region and commodity-specific. Interdisciplinary and collaborative knowledge building allows us to understand the need for and implementation of fair trade holistically. Students are encouraged to undertake initiatives on this process as part of their learning how to carry out empirical researches on the costs and benefits of bringing Fair Trade goods to Ramapo College, how to create changes in an organization like a college, and how to become an active agent for change.

(From <https://www.ramapo.edu/fair-trade/>, where you can find more background information about the project.)

If your group chooses this option, your goal will be to conduct research to estimate the campus-wide interest toward Fair Trade initiatives. As part of your Research Project Proposal, you will have to conduct secondary, background research on this topic and narrow it down to focus on a specific marketing area: measure needs and wants and potential demand, potential promotion efforts (with focus on advertising and channels of communication), market segmentation, etc.