



GRANUM & AURUM



WHAT IS GRANUM & AURUM?

Granum & Aurum is a market research team comprised of undergraduate FSU students. The purpose of this team is to cultivate a consistent, diverse group of student voices that can represent the undergraduate student body through focus groups on the student experience.

WHAT TO EXPECT:

Step One: Evaluate Your Project for Fit

Have a question that a survey, program evaluation, internal interviews, or existing data can't fully answer? Granum & Aurum may be a good fit. Reach out to learn more!

Step Two: Fill Out Qualtrics Form

Using the QR Code to the left, complete the Qualtrics form to begin the process.

Step Three: Plan with Granum & Aurum Team

We will set up a meeting to learn more about your project and needs.

Step Four: Present Findings to Team

After we moderate focus groups, we will generate a report and presentation that you can share with your team and utilize in your department.

Questions?

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