

12167-Marketing Research

Rational Statement:

The course describes the process of acquiring, classifying and interpreting primary and secondary marketing data needed. The course of study focuses on the system (planning, collecting, processing information, and implementing information) for conducting research to determine marketing strategies and decisions.

Suggested Grade Level: 9-12

Topics Covered:

- **Process of acquiring, classifying and interpreting primary and secondary marketing data**
- **System**
- **Conducting research**
- **Determine marketing strategies**
- **Making decisions**

Indicator #1: Distinguish information for use in making business decisions from market research.	
	Standards and Examples
MR.1.1	<p>Assess marketing-information needs to develop a marketing information management system.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Assess marketing information needs. • Identify issues and trends in marketing research • Develop marketing-information management system.
MR.1.2	<p>Design quantitative and qualitative marketing-research activities to ensure adequacy of data-collection efforts.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Compare business objectives with the expected use of the marketing-research outcomes and prepare research briefs and proposals. • Select appropriate research techniques and identify the marketing-research problem/issue. • Select sampling and data-collection methods. • Develop a discussion guide for a qualitative marketing-research study. • Determine sample for qualitative marketing-research study.

Applying	<p>MR.1.3 Collect secondary marketing data to ensure accuracy and adequacy of information for decision-making.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Obtain marketing information from online sources. • Data mine web log for marketing information. • Track environmental changes that impact marketing.
Applying	<p>MR.1.4 Implement primary marketing-research strategy to test hypotheses and/or to resolve issues.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Administer questionnaires. • Conduct telephone interviews. • Conduct focus groups. • Conduct test markets.
Analyzing	<p>MR.1.5 Correlate marketing data that aids in the decision making process.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Edit, group and score research data. • Tabulate and create a data matrix. • Interpret descriptive statistics for marketing decision making. • Interpret correlations. • Interpret research data into information for decision making.
Applying	<p>MR.1.6 Apply statistical methods and software systems to aid in data interpretation.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Test for significant differences. • Test for relationships or associations. • Use statistical inferences to make estimates or to test hypotheses. • Use statistical software systems.

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Indicator #2: Interpret market research for use in making business decisions.	
Bloom's Taxonomy Level	Standards and Examples
Analyzing	<p>MR.2.1 Report findings to communicate research information to others.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Display data in charts/graphs or in tables. • Write executive summary of research report. • Present findings orally. • Prepare written reports for decision-making. • Post marketing results electronically.
Analyzing	<p>MR.2.2 Manage marketing-information to predict/analyze consumer behavior.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Conduct analysis and predict demand patterns. • Evaluate product usage. • Analyze purchasing behavior. • Determine price sensitivity. • Pre-test promotional campaign.
Applying	<p>MR.2.3 Manage marketing information to facilitate product/service management decisions.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Conduct customer-satisfaction studies. • Conduct product/service-quality studies. • Identify new-product opportunities. • Test product concepts. • Estimate market share.