Unit 8 - The Marketing Research Process

Content Area: **Business Education**
Course(s): **Marketing**
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Enduring Understandings

Samples

Successfully implementing a marketing research study can significantly change the bottom line of a business.

Marketing Research is never finished. It is a process that continues year after year.

Essential Questions

Samples

What trends are evident from research?

How do trends affect the consumer market?

What is the significance of designing market research survey?

Content

Vocabulary:

Quantitative research

Qualitative research

Attitude research

Market intelligence

Media research

Product research

Problem definition

Primary data

Secondary data

Survey method

Sample

Observation method

Point-of-sale research

Experimental method

Data analysis

Validity

Reliability

Open-ended questions

Forced-choice questions

Skills

Bloom's Taxonomy

Identify the methods of conducting marketing research

Discuss trends and limitations in marketing research

Explain the steps in designing and conducting marketing research

Compare primary and secondary data

Collect and interpret marketing information

Identify the elements in a marketing research report

Design a marketing research survey

Administer a marketing research survey

Resources

Standards

CRP.K-12.CRP7.1	Career-ready individuals are discerning in accepting and using new information to make decisions, change practices or inform strategies. They use reliable research process to search for new information. They evaluate the validity of sources when considering the use and adoption of external information or practices in their workplace situation.
CRP.K-12.CRP8.1	Career-ready individuals readily recognize problems in the workplace, understand the nature of the problem, and devise effective plans to solve the problem. They are aware of problems when they occur and take action quickly to address the problem; they thoughtfully investigate the root cause of the problem prior to introducing solutions. They carefully consider the options to solve the problem. Once a solution is agreed upon, they follow through to ensure the problem is solved, whether through their own actions or the actions of others.
CRP.K-12.CRP9.1	Career-ready individuals consistently act in ways that align personal and community-held ideals and principles while employing strategies to positively influence others in the workplace. They have a clear understanding of integrity and act on this understanding in every decision. They use a variety of means to positively impact the directions and actions of a team or organization, and they apply insights into human behavior to change others' action, attitudes and/or beliefs. They recognize the near-term and long-term effects that management's actions and attitudes can have on productivity, morals and organizational culture.
PFL.9.1.12.A.7	Analyze and critique various sources of income and available resources (e.g., financial assets, property, and transfer payments) and how they may substitute for earned income.
PFL.9.1.12.A.8	Analyze different forms of currency and how currency is used to exchange goods and services.
PFL.9.1.12.A.9	Analyze how personal and cultural values impact spending and other financial decisions.