

# Unit 2: Marketing Research

Content Area: **Business**  
Course(s): **Marketing II**  
Time Period: **1 marking period**  
Length: **15 Weeks**  
Status: **Published**

## Unit Overview

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This unit is designed to have the students apply marketing research techniques to solve a real business scenario.

## Transfer

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Students will be able to independently conduct marketing research, write research papers, and present their findings through an oral presentation.

## Meaning

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## Understandings

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Students will understand...

- the importance of marketing research
- the characteristics and purposes of a marketing information system
- procedures for gathering information using technology
- methods of conducting marketing research
- trends and limitations in marketing research
- steps in designing and conducting marketing research
- the difference between secondary and primary data
- collect and interpret marketing information

- elements in a marketing research report
- tactics to delivering a formal oral presentation

## **Essential Questions**

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Students will keep considering...

- What methods should be used to design a research study?
- How can results be interpreted into information for decision-making?
- What strategies can be utilized to interpret this information in order to lead change?
- What is the budget needed to implement strategies of change?
- How can this information be effectively presented to another person?

## **Application of Knowledge and Skill**

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### **Students will know...**

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Students will know...

- the importance of marketing research
- the characteristics and purposes of a marketing information system
- procedures for gathering information using technology
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- trends and limitations in marketing research

- steps in designing and conducting marketing research
- the difference between secondary and primary data
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- elements in a marketing research report
- tactics to delivering a formal oral presentation

### **Students will be skilled at...**

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Students will be able to...

- Analyze another student's communication for effective/ineffective strategies
- Conduct independent research on performance indicators
- Perform an engaging presentation that effectively communicates goals/opinions/ideas
- Develop a strategic plan based upon research
- Choose and rationalize research methodologies selected to conduct research
- Analyze and interpret findings of your research study
- Identify proposed activities and timelines for strategic plan
- Develop presentation aides

### **Academic Vocabulary**

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marketing research

marketing information system

database marketing

database

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

## **Learning Goal 1**

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Students will be able to conduct an independent investigation and research performance indicators (different indicators for every student).

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|                 |  |
|-----------------|--|
| 12.9.3.MK-RES.1 | Plan, organize and manage day-to-day marketing research activities.                |
| 12.9.3.MK-RES.2 | Design and conduct research activities to facilitate marketing business decisions. |
| 12.9.3.MK-RES.3 | Use information systems and tools to make marketing research decisions.            |
| CRP.K-12.CRP1   | Act as a responsible and contributing citizen and employee.                        |
| CRP.K-12.CRP2   | Apply appropriate academic and technical skills.                                   |
| CRP.K-12.CRP4   | Communicate clearly and effectively and with reason.                               |
| CRP.K-12.CRP5   | Consider the environmental, social and economic impacts of decisions.              |
| CRP.K-12.CRP6   | Demonstrate creativity and innovation.   |

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|-------------------|--|
| CRP.K-12.CRP7     | Employ valid and reliable research strategies.   |
| CRP.K-12.CRP8     | Utilize critical thinking to make sense of problems and persevere in solving them.   |
| CRP.K-12.CRP9     | Model integrity, ethical leadership and effective management.  |
| CRP.K-12.CRP11    | Use technology to enhance productivity.  |
| CRP.K-12.CRP12    | Work productively in teams while using cultural global competence.   |
| TECH.8.1.12.A.CS1 | Understand and use technology systems.   |
| TECH.8.1.12.A.CS2 | Select and use applications effectively and productively.  |
| TECH.8.1.12.B.CS1 | Apply existing knowledge to generate new ideas, products, or processes.  |
| TECH.8.1.12.C.CS4 | Contribute to project teams to produce original works or solve problems.   |
| TECH.8.1.12.D.CS1 | Advocate and practice safe, legal, and responsible use of information and technology.  |
| TECH.8.1.12.E     | Research and Information Fluency: Students apply digital tools to gather, evaluate, and use information.   |
| TECH.8.1.12.F     | Critical thinking, problem solving, and decision making: Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources. |
| TECH.8.1.12.F.CS1 | Identify and define authentic problems and significant questions for investigation.  |
| TECH.8.1.12.F.CS2 | Plan and manage activities to develop a solution or complete a project.  |

## **Target 1**

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Students will be able to identify and apply appropriate research methodologies to conduct a research study.

- Students will be able to identify appropriate research methodologies to conduct a research study.

## **Target 2**

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Student will be able to interpret research findings to develop a strategic plan.

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## **Learning Goal 2**

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Students will be able to write an original research paper (minimum 30 pages in length) to describe the purpose of their research, methodologies used, finds, and strategic plan.

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| 12.9.3.MK-RES.3 | Use information systems and tools to make marketing research decisions.            |
| CRP.K-12.CRP2   | Apply appropriate academic and technical skills.                                   |
| CRP.K-12.CRP4   | Communicate clearly and effectively and with reason.                               |

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|-----------------|--|
| CRP.K-12.CRP6   | Demonstrate creativity and innovation.   |
| CRP.K-12.CRP7   | Employ valid and reliable research strategies.   |
| CRP.K-12.CRP8   | Utilize critical thinking to make sense of problems and persevere in solving them.   |
| CRP.K-12.CRP9   | Model integrity, ethical leadership and effective management.  |
| CRP.K-12.CRP11  | Use technology to enhance productivity.  |
| TECH.8.1.12     | Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.                     |
| TECH.8.1.12.A   | Technology Operations and Concepts: Students demonstrate a sound understanding of technology concepts, systems and operations.   |
| TECH.8.1.12.D   | Digital Citizenship: Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior.   |
| TECH.8.1.12.F   | Critical thinking, problem solving, and decision making: Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources. |
| TECH.8.2.12.D.2 | Write a feasibility study of a product to include: economic, market, technical, financial, and management factors, and provide recommendations for implementation.   |

## Target 1

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Students will be able to format a research paper using the prepared outline directions according to [DECA.org/high-school-programs/high-school-competitive-events/](http://DECA.org/high-school-programs/high-school-competitive-events/)

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## Learning Goal 3

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Students will preform an engaging presentation that effectively communicates research/findings/goals/opinions/ideas

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| CRP.K-12.CRP1   | Act as a responsible and contributing citizen and employee.                        |
| CRP.K-12.CRP2   | Apply appropriate academic and technical skills.                                   |
| CRP.K-12.CRP4   | Communicate clearly and effectively and with reason.                               |
| CRP.K-12.CRP5   | Consider the environmental, social and economic impacts of decisions.              |
| CRP.K-12.CRP8   | Utilize critical thinking to make sense of problems and persevere in solving them. |
| CRP.K-12.CRP9   | Model integrity, ethical leadership and effective management.                      |

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|---------------|--|
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| TECH.8.1.12.F | Critical thinking, problem solving, and decision making: Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources. |

## **Target 1**

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Students will be able to orally present research information while demonstrating poise, confidence, and clarity

- Students will be able to orally present research information while demonstrating poise, confidence, and clarity

## **Target 2**

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Student will be able to create visual aides to compliment the oral presentation

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## **Summative Assessment**

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Unit Assessment is each students completed 30 page research paper and oral presentation. Each will be graded individually by the instructor. Additionally, they will be presented to an independent judge at the DECA State Competition.

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## **Formative Assessment and Performance Opportunities**

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Worksheets

PowerPoint Discussions

Homework and Classwork Activities

Group Activities

In Class Discussions

Do Nows and Closures

Class Polling

Observation

Peer Observation and Critique

Oral Presentations (formal and informal)

Test and Quizzes

DECA State Competition

## **Accommodations/Modifications**

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Differentiation:

Provide additional supports for the writing portion of the research project

Provide additional opportunities for struggling students to have their research papers reviewed.

Make arrangements for students to practice oral presentation without an audience.

All instruction, labs, activities, and assessments will be modified and enhanced to individual students IEPs and 504s. Additionally, differentiated classroom management strategies will be utilized as to adhere to these student's individual plans.

Enrichment:

DECA marketing research enrichment activities are available. Role plays and tests are available in class and online at [www.deca.org](http://www.deca.org)

## **Unit Resources**

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Teacher generated PowerPoints, notes, projects, and worksheets

Textbooks

Internet resources

Computer based activities

Document projector

Overhead projector



Vocabulary workbooks

ICDC champion samples

TurnIt In

## **Interdisciplinary Connections**

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| LA.RST.11-12.3  | Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text.           |
| LA.RST.11-12.4  | Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 11-12 texts and topics.          |
| LA.RST.11-12.7  | Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem.               |
| MA.S-IC.B.6     | Evaluate reports based on data.   |
| LA.RST.11-12.9  | Synthesize information from a range of sources (e.g., texts, experiments, simulations) into a coherent understanding of a process, phenomenon, or concept, resolving conflicting information when possible. |
| LA.WHST.11-12.4 | Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.  |
| LA.WHST.11-12.6 | Use technology, including the Internet, to produce, share, and update writing products in response to ongoing feedback, including new arguments or information.   |
| LA.WHST.11-12.9 | Draw evidence from informational texts to support analysis, reflection, and research.   |