

Unit 4 - Marketing Research & Relationship Marketing

Content Area: **21st Century Life & Careers**
Course(s): **Business and Consumer Math**
Time Period: **Semester 2**
Length: **3 Weeks**
Status: **Published**

Unit Introduction

Standards

9.4.12.N.25; 9.4.12.N.44; 9.4.12.N.61; 9.4.12.N.(1).5; 9.4.12.N.(3).2; 9.4.12.N.(6).1; 9.4.12.N.(6).2;

BUS.9-12.V	Marketing Research
BUS.9-12.VI	The Marketing Plan

Essential Questions

1. How does marketing research impact organizations?
2. What is the importance of relationship management and customer service in today's strategic marketing environment?
3. What is the impact of corporate social responsibility to society as well as the organization?

Content / Skills

CONTENT

- Marketing research function and its major activities
- Primary and secondary data
- Market research in global markets
- Elements of relationship marketing
- Customer relationship management (CRM)
- Levels of the social responsibility pyramid

SKILLS

- Compare and contrast primary and secondary data
- Create a marketing research tool
- Conduct marketing research
- Identify elements of relationship marketing

- Research corporate social responsibility programs