



MARKETING SALES AND SERVICE

PATHWAY: Marketing Communications and Promotion

COURSE: E-marketing

UNIT 6: E-marketing Research



INTRODUCTION

Annotation:

Teacher instructs students on research in E-marketing with a PowerPoint presentation. A handout is included for the teacher to give to students after the presentation to answer questions about E-marketing research.

Grade(s):

<input type="checkbox"/>	9 th
<input checked="" type="checkbox"/>	10 th
<input checked="" type="checkbox"/>	11 th
<input checked="" type="checkbox"/>	12 th

Time: 1 – 50 minute period

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Additional Author(s):

Students with Disabilities:

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.



FOCUS STANDARDS

GPS Focus Standards:

MKT-EM-6. Students will explore how market research is conducted in E-marketing.

- Differentiate between primary research and secondary research.
- Identify secondary research sources (e.g., U.S. Small Business Alliance, U.S. Census Bureau, American Marketing Association, etc.).
- Analyze patterns found in click stream data to learn about customers.
- Explain how market research is used to establish personal relationships with customers.

GPS Academic Standards:

MC4P4. Students will make connections among mathematical ideas and to other disciplines.

MM1D1. Students will determine the number of outcomes related to a given event.

MM1D2. Students will use the basic laws of probability.

MM1D3. Students will relate samples to a population

National / Local Standards / Industry / ISTE:



UNDERSTANDINGS & GOALS

Enduring Understandings:

- Students will understand what is involved in marketing research.
- Students will understand the difference in primary and secondary research and will know where to go to do research.
- Students will understand customer relationship marketing.

Essential Questions:

- How does marketing research differ in E-marketing from traditional marketing?
- Are click stream research and customer relationship marketing ethical ways of marketing to customers? Why or why not?

Knowledge from this Unit:

- The difference between primary and secondary research.
- Where to go to conduct secondary research.
- What click stream data is and why it is used.
- How market research is used to establish personal relationships with customers through customer relationship marketing.

Skills from this Unit:

- The ability to use the internet for basic marketing research



ASSESSMENT(S)

Assessment Method Type:

- ☐ Pre-test
- ☐ Objective assessment - multiple-choice, true- false, etc.
 - ☐ Quizzes/Tests
 - ☐ Unit test
- ☐ Group project
- ☐ Individual project
- ☐ Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
 - ☐ Self-check rubrics
 - ☐ Self-check during writing/planning process
 - ☐ Journal reflections on concepts, personal experiences and impact on one's life
 - ☐ Reflect on evaluations of work from teachers, business partners, and competition judges
 - ☐ Academic prompts
 - ☐ Practice quizzes/tests
- ☒ Subjective assessment/Informal observations
 - ☐ Essay tests
 - ☐ Observe students working with partners
 - ☐ Observe students role playing
- ☐ Peer-assessment
 - ☐ Peer editing & commentary of products/projects/presentations using rubrics
 - ☐ Peer editing and/or critiquing
- ☐ Dialogue and Discussion
 - ☐ Student/teacher conferences
 - ☐ Partner and small group discussions
 - ☐ Whole group discussions
 - ☐ Interaction with/feedback from community members/speakers and business partners
- ☐ Constructed Responses
 - ☐ Chart good reading/writing/listening/speaking habits
 - ☐ Application of skills to real-life situations/scenarios
- ☐ Post-test

Assessment(s) Title:

Market Research in E-marketing

Assessment(s) Description/Directions:

This assessment consists of questions for students to answer through the PowerPoint presentation and internet research.

Attachments for Assessment(s):

Market Research in E-marketing



LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.

MKT-EM-6. Students will explore how market research is conducted in E-marketing.

- e. Differentiate between primary research and secondary research.
- f. Identify secondary research sources (e.g., U.S. Small Business Alliance, U.S. Census Bureau, American Marketing Association, etc.).
- g. Analyze patterns found in click stream data to learn about customers.
- h. Explain how market research is used to establish personal relationships with customers.

MC4P4. Students will make connections among mathematical ideas and to other disciplines.

MM1D1. Students will determine the number of outcomes related to a given event.

MM1D2. Students will use the basic laws of probability.

MM1D3. Students will relate samples to a population

2. Review Essential Questions.

- How does marketing research differ in E-marketing from traditional marketing?
- Are click stream research and customer relationship marketing ethical ways of marketing to customers? Why or why not?

3. Identify and review the unit vocabulary.

4. Show PowerPoint presentation – “E-Marketing Research”

5. Handout – “Market Research in E-Marketing.” Have students answer the questions from their notes on the PowerPoint presentation and from information they get from the internet. An example question is to have students write a 1 page paper on click stream data.

Attachments for Learning Experiences:

- E-Marketing Research PowerPoint
- Marketing Research in E-marketing

Notes & Reflections:

Handout can be used as a worksheet for students to do as a daily grade. One question is a 1 page paper on click stream data. Some answers can be answered from PowerPoint presentation, some will require internet research.



CULMINATING PERFORMANCE TASK(S)

Culminating Unit Performance Task(s):

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Attachments for Culminating Performance Task:



UNIT RESOURCES

Web Resources:

www.marketingteacher.com

Attachments, Materials & Equipment:

E-marketing Research.ppt and Market Research in E-marketing.doc

What 21st Century Technology was used in this Unit:

<input checked="" type="checkbox"/>	Slide Show Software	<input type="checkbox"/>	Graphing Software	<input type="checkbox"/>	Audio File(s)
<input type="checkbox"/>	Interactive Whiteboard	<input type="checkbox"/>	Calculator	<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input type="checkbox"/>	Desktop Publishing	<input type="checkbox"/>	Image File(s)
<input type="checkbox"/>	Web Design Software	<input type="checkbox"/>	Blog	<input type="checkbox"/>	Video
<input type="checkbox"/>	Animation Software	<input type="checkbox"/>	Wiki	<input type="checkbox"/>	Electronic Game or Puzzle Maker
<input type="checkbox"/>	Email	<input checked="" type="checkbox"/>	Website		