GEORGIA PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

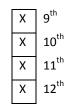
PATHWAY:	Marketing Communications and Promotion
COURSE:	Marketing Principles
UNIT 8:	Not a Guessing Game (Marketing Research)



Annotation:

In this unit students will discover basic marketing research techniques, terms, and benefits, participate in marketing research activities, and design and implement a research campaign for a potential new product.

Grade(s):



Time: 6 hours

Author: Rachael McClain

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.



GPS Focus Standards:

MKT-MP-8 Acquire foundational knowledge of marketing information and research to understand its scope on business and marketing decisions.

- a. Define the role of marketing information management.
- b. Describe the types of marketing research (advertising, product, market, and sales).
- c. Trace the steps in designing and conducting research.
- d. Contrast the differences in primary and secondary data.
- e. Define methods used to collect primary and secondary data.
- f. Demonstrate knowledge of the terms population, sample, bias, and error.
- g. Relate trends and limitations in marketing research.

GPS Academic Standards:

ELA11W3 The student uses research and technology to support writing.

ELA11C1 The student demonstrates understanding and control of the rules of the English language, realizing that usage involves the appropriate application of conventions and grammar in both written and spoken formats. MM3P1 Students will solve problems (using appropriate technology). SCSh3 Students will identify and investigate problems scientifically.

National / Local Standards / Industry / ISTE:



Enduring Understandings:

The student will:

• Understand the importance and process of marketing research in the creation of new products as well as the continued development of effective marketing strategies.

Essential Questions:

- How can marketing research aid in the creation of a new business?
- How should the marketing research be applied to the development of the business?

Knowledge from this Unit:

The student will:

- Discuss the importance of marketing research.
- Discuss the types of information that should be discovered before beginning a business.
- Develop sample market research processes.

Skills from this Unit:

Utilize market research results to develop a new product idea for a school based enterprise



Assessment Method Type: Select one or more of the following. Please consider the type(s) of differentiated instruction you will be using in the classroom.

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:

New Product Design and Portfolio Introduction

Assessment(s) Description/Directions:

Students working in groups of two or three will research, design, manufacturer, promote, and sell a new portfolio for a final presentation with sales results at the end of the semester/class.

Attachments for Assessment(s):

See attached rubric.

LEARNING EXPERIENCES

Instructional planning: Include lessons, activities and other learning experiences in this section with a brief description of the activities to ensure student acquisition of the knowledge and skills addressed in the standards. Complete the sequence of instruction for each lesson/task in the unit.

Sequence of Instruction

- 1. Identify the Standards. Standards should be posted in the classroom for each lesson.
- 2. Review Essential Questions.
- 3. Identify and review the unit vocabulary.

Unit _____ • Page 3 of 4

4. Assessment Activity.

Oreo Focus Group Class Activity Marketing Research PP Eney Meeny Can Be Dangerous Activity Conducting Marketing Research PP Market Research Product Development Project Creating a Survey Activity (support material for students when developing a market research tool) Types of Market Research Quizzes

Alternate: Market Research Analysis Research Paper or students interested in participating in DECA can compete in market research events targeted at a specific topic each year. Guidelines for the market research events can be found under competitive events at www.deca.org.

Attachments for Learning Experiences:

Notes & Reflections:

CULMINATING PERFORMANCE TASK (Optional)

Culminating Unit Performance Task Title:

Oreo Focus Group Activity

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Students will act as a focus group for Nabisco taste-testing different types of Oreos giving feedback to the "researcher" as to taste, appearance, quality, etc.

Attachments for Culminating Performance Task:

See attached rubric.



Web Resources:

Attachment(s):

Materials & Equipment:

What 21st Century Technology was used in this unit:

