GEORGIA PEACH STATE PATHWAYS 2009 · 2010

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

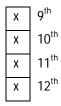
PATHWAY:	Marketing Sales & Service
COURSE:	Marketing Research
UNIT 1:	Market Research in Business



Annotation:

This unit introduces the student to the overall concepts involved in market research. The student will be exposed to some initial terminology regarding research and allow students to look at the current uses of market research by companies around the world.

Grade(s):



Time: 10 50-minute class periods

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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.



GPS Focus Standards:

MKT-MR-1. Students will analyze the impact of marketing research in business and industry.

- a. Define marketing research.
- b. Explain the marketing information system concept.
- c. Describe the role and importance of marketing research as a marketing and management decision-making tool.
- d. Explain marketing research as a means for implementing the marketing concept and for developing and implementing a marketing strategy.
- e. Assess when marketing research is needed and when it should not be conducted.
- f. Compare and contrast basic and applied marketing research.
- g. Distinguish among the various categories of marketing research activities.

GPS Academic Standards:

ELA12W2. The student demonstrates competence in a variety of genres. ELA12W3. The student uses research and technology to support writing. MC1P1. Students will solve problems (using appropriate technology). MC1P4. Students will make connections among mathematical ideas and to other disciplines. MC2A2. Students will solve simple equations.

National / Local Standards / Industry / ISTE:

UNDERSTANDINGS & GOALS

Enduring Understandings:

- The student will understand the basic reasons companies use market research.
- The student will understand how companies are currently using market research.

Essential Questions:

• Why would a company want to invest their funds into market research in today's economy?

Knowledge from this Unit:

- Market research is an investment for companies that is needed to better serve customers following the marketing concept.
- Information gathered during market research is generally maintained in a marketing information system.
- Market research produces information which is used in product/service decisions by companies.
- Sometimes using market research is not the most cost-effective business strategy.

Skills from this Unit:

- The student will explore the purpose and use of market research while learning common terminology associated with the research field.
- The student will investigate the current uses of market research within the business community.
- The student will analyze the use of market research within a business.



Assessment Method Type:

	Pre-test
	Objective assessment - multiple-choice, true- false, etc.
	Quizzes/Tests
	Unit test
Х	Group project
Х	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 judge
	Academic prompts
	Practice quizzes/tests
Х	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 101 Case Study Activity

The Value of Knowing What a Customer Wants

Assessment(s) Description/Directions:

See attached activity and rubric

LEARNING EXPERIENCES

Sequence of Instruction

- 1) Innovative Companies Video Clip (link below)
- 2) Market Research Defined (use on interactive whiteboard and highlight key words)
- 3) Market Research PowerPoint
- 4) Market Research Case Study Activity Sheet
- 5) Vocabulary Sheet
- 6) Nature of Market Research PowerPoint
- 7) Market Research 101 Activity
- 8) Student Presentations and Market Research Case Study Activity (set your room up in a circle to encourage freedom in discussion. Allow students to present their case studies/articles after the other classmates have had a chance to read the case study. Then allow students to lead a discussion about the case study with students answering the questions and hopefully leading to more discussion!)
- 9) The Value of Knowing What a Customer Wants Activity

Attachments for Learning Experiences:

-Extra PowerPoint: global information systems

Notes & Reflections:

Guest Speaker Idea: Contact the science and technology division of Gainesville State University, Gainesville, GA for guest speakers on GIS. The instructors and the courses offered there are nationally known and respected. If distance is an issue, Skype can be used to set up video to add virtual guest speakers to your classroom.

CULMINATING PERFORMANCE TASK(S)

Culminating Unit Performance Task(s):

What Do & Don't You Like? Research Project

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Students should select a business on which to conduct a market research project

Attachments for Culminating Performance Task:

Students Handout What Do and Don't Ya Like



Web Resources:

These websites can be used for current event resources throughout the Market Research course: http://glencoe.mcgraw-hill.com/sites/0078769043/student_view0/businessweek_videos.html http://www.swlearning.com/marketing/zikmund/essentials_2e/zikmund.html http://www.ceoexpress.com/default.asp http://www.brint.com/ http://www.brint.com/ http://www.worldopinion.com/ http://www.worldopinion.com/ http://websites.swlearning.com/cgiwadsworth/course_products_wp.pl?fid=M20bl&flag=instructor&product_isbn_issn=0538446641 &disciplinenumber=608 http://www.glencoe.com/qe/efcwin.php?qi=9411 http://glencoe.com/olc_games/game_engine/content/gln_bomc/me_06_nat/chapter28/game1 _typecx/ http://www.glencoe.com/qe/efcwin.php?qi=9412 http://www.deca.org/pdf/MRE2009.pdf

Attachments, Materials & Equipment:

What 21st Century Technology was used in this Unit:

