



MARKETING SALES AND SERVICE

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



INTRODUCTION

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):

x	9 th
x	10 th
x	11 th
x	12 th

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.



FOCUS STANDARDS

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(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 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



UNIT RESOURCES

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.marketingpower.com/Pages/default.aspx>
<http://www.worldopinion.com/>
http://websites.swlearning.com/cgi-wadsworth/course_products_wp.pl?fid=M20bl&flag=instructor&product_isbn_issn=0538446641&disciplinenumber=608
<http://www.glencoe.com/ge/efcwin.php?qi=9411>
http://glencoe.com/olc_games/game_engine/content/gln_bomc/me_06_nat/chapter28/game1_typecx/
<http://www.glencoe.com/ge/efcwin.php?qi=9412>
<http://www.deca.org/pdf/MRE2009.pdf>

Attachments, Materials & Equipment:

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 checked="" type="checkbox"/>	Interactive Whiteboard	<input type="checkbox"/>	Calculator	<input checked="" 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 checked="" 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	<input checked="" type="checkbox"/>	Webcam, Skype