



GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

PATHWAY: Optional Course for All Marketing Pathways

COURSE: Marketing Research

UNIT 10: Careers in Marketing Research



INTRODUCTION

Annotation:

This lesson requires students to research the various careers in the field of marketing research using the internet based Occupational Outlook Handbook and develop PowerPoint presentation outlining their findings in a number of areas.

Grade(s):

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

Time: 2-3; 50 minute class meetings

Author: Revised by Meghan Hatcher

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-10. Students will identify potential career opportunities in marketing research and appropriate career path credentials.

- a. Identify appropriate individual career titles and career paths within marketing research.
- b. Determine the skill requirements and educational qualifications to enter a selected marketing research.
- c. Create a career plan to obtain the skills and educational qualifications to enter a selected marketing research career.

GPS Academic Standards:

ELA12W1. The student produces writing that establishes an appropriate organizational structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.

ELA12W2. The student demonstrates competence in a variety of genres.

ELA12W3. The student uses research and technology to support writing.

MC1P4. Students will make connections among mathematical ideas and to other disciplines.



UNDERSTANDINGS & GOALS

Enduring Understandings:

- Students will understand what is involved in various careers in the field of marketing research (the salary, training, working conditions and future outlook of those careers).

Essential Questions:

- How can someone find a career in Marketing Research?
- What careers are out there that fit under Marketing Research?

Knowledge from this Unit:

- Career titles and career plans
- Skill requirements
- Creating a career plan

Skills from this Unit:

- Students are to complete the following project and be evaluated using the attached rubric.



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



LEARNING EXPERIENCES

Sequence of Instruction

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

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ELA12W1. The student produces writing that establishes an appropriate organizational structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.

ELA12W2. The student demonstrates competence in a variety of genres.

ELA12W3. The student uses research and technology to support writing.

MC1P4. Students will make connections among mathematical ideas and to other disciplines.

2. Review Essential Questions.

- How can someone find a career in Marketing Research?
- What careers are out there that fit under Marketing Research?

3. Identify and review the unit vocabulary.

4. Students are to use the directions and references in the attached file to complete this unit assignment

MR_10 Marketing Research Career Assignment

5. Rubric is in this file as well.

Notes & Reflections:

Students should present material.



CULMINATING PERFORMANCE TASK

Culminating Unit Performance Task Title:

Marketing Research Career Assignment

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Instructions and rubric are attached in the file.

Attachments for Culminating Performance Task:

MR_10 Marketing Research Career Assignment



UNIT RESOURCES

Web Resources:

<http://stats.bls.gov/oco/>

<http://www.marketresearchcareers.com/>

Materials & Equipment:

Internet, PP

What 21st Century Technology was used in this unit:

<input checked="" type="checkbox"/>	Slide Show Software
<input type="checkbox"/>	Interactive Whiteboard
<input type="checkbox"/>	Student Response System
<input type="checkbox"/>	Web Design Software
<input type="checkbox"/>	Animation Software
<input type="checkbox"/>	Email

<input type="checkbox"/>	Graphing Software
<input type="checkbox"/>	Calculator
<input type="checkbox"/>	Desktop Publishing
<input type="checkbox"/>	Blog
<input type="checkbox"/>	Wiki
<input checked="" type="checkbox"/>	Website

<input type="checkbox"/>	Audio File(s)
<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Image File(s)
<input type="checkbox"/>	Video
<input type="checkbox"/>	Electronic Game or Puzzle Maker