



## MARKETING SALES AND SERVICE

**PATHWAY:** Marketing Sales & Service  
**COURSE:** Marketing Research  
**UNIT 2:** Primary and Secondary Research



## INTRODUCTION

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### Annotation:

This unit will define secondary and primary data by allowing students to investigate sources of both types of data, characteristics of the information, and pros/cons of each type of information.

### Grade(s):

x	9 <sup>th</sup>
x	10 <sup>th</sup>
x	11 <sup>th</sup>
x	12 <sup>th</sup>

**Time:** 10 50-minute 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

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### GPS Focus Standards:

#### **MKT-MR-2. Students will differentiate between primary and secondary research.**

- a. Differentiate between primary and secondary data.
- b. Identify the general examples of exploratory research.
- c. Discuss the advantages and disadvantages of primary data (i.e., credibility, availability, cost in dollars, cost in terms of time).
- d. Discuss the advantages and disadvantages of secondary data (i.e., availability, relevance, accuracy, and sufficiency).
- e. Discuss various internal and external sources of secondary data.
- f. Search and retrieve data from database sources with computers and Internet technology.

### 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

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### Enduring Understandings:

- The student will understand the main differences between primary and secondary data.
- The student will understand the purpose and use of the different types of data.
- The student will understand the process of gathering different types of data.

### Essential Questions:

- What is the use of each type of data a business chooses to gather for research purposes?
- What are credible sources of secondary data for a market research project

### Knowledge from this Unit:

- Secondary data is information that has been previously published or gathered for another reason.
- Primary data is original information gathered for the purpose of the research project or topic at hand.
- Secondary and primary data both have pros and cons.

- Secondary data is collected from many different sources including internal records, Internet sources, information published by others, and trade publications.
- Primary data is collected through surveys, observations, focus groups, interviews, and experiments.

### Skills from this Unit:

- The student will determine the type of research (primary or secondary) based upon the source of the information.
- The student will explore the characteristics of primary and secondary data.
- The student will conduct secondary research from credible sources.



## ASSESSMENT(S)

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### 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:

- Types of Research Quiz
- Primary and Secondary Research Quiz
- Got Game? (Primary and Secondary Data Activity)

**Assessment(s) Description/Directions:**

Research Types Worksheet with Answers

Primary and Secondary Research

Got Game



## LEARNING EXPERIENCES

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**Sequence of Instruction**

- 1) Mindmap Class Discussion (use the mindmap to lead an introduction to the topic of secondary and primary research)
- 2) Primary Market Research- Notes
- 3) Secondary Research PowerPoint
- 4) Got Game? Activity
- 5) Survey PowerPoint
- 6) Observation PowerPoint
- 7) Experiment PowerPoint
- 8) Got Game? Game Day
- 9) Primary & Secondary Activity
- 10) Types of Research Worksheets

**Attachments for Learning Experiences:**

researchmap\_small.gif

**Notes & Reflections:**

## CULMINATING PERFORMANCE TASK(S)

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**Culminating Unit Performance Task(s):****Culminating Unit Performance Task Description/Directions/Differentiated Instruction:**



## UNIT RESOURCES

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### 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://glencoe.mcgraw-hill.com/sites/0078769043/student_view0/businessweek_videos.html)

[http://www.swlearning.com/marketing/zikmund/essentials\\_2e/zikmund.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://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://glencoe.com/olc_games/game_engine/content/gln_bomc/me_06_nat/chapter28/game1_typecx/)

<http://www.glencoe.com/ge/efcwin.php?qi=9412>

### Attachments, Materials & Equipment:

Student Work Examples for PowerPoint Project

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