



MARKETING SALES AND SERVICE

PATHWAY: Marketing Sales & Service

COURSE: Marketing Research

UNIT 3: Stages in Market Research



INTRODUCTION

Annotation:

This unit will introduce students to the process of market research. Based upon the process of the scientific method, the processes involved in market research is a systematic approach to solving a problem.

Grade(s):

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

Time: 15 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

GPS Focus Standards:

MKT-MR-3. Students will categorize stages in the marketing research Process.

- a. Explain that explicit problem definition is essential for effective marketing research.
- b. Diagram the steps in the marketing research process.
- c. Implement the marketing research process.

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.

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.

MC3D1. Using sample data, students will make informal inferences about population means and standard deviations.

MA1D3. Students will relate samples to population.

National / Local Standards / Industry / ISTE:



UNDERSTANDINGS & GOALS

Enduring Understandings:

- The student will understand the step-by-step process involved in market research.
- The student will understand the market research process in terms of the role of humans.
- The student will understand the process of exploratory market research.

Essential Questions:

- How is the process of conducting market research applicable to making personal decisions in your life?

Knowledge from this Unit:

- The market research process is a precise, step-by-step process similar to the scientific method.
- Human interaction in market research has to be taken into account when analyzing information which has been gathered.

- Exploratory research is sometimes conducted to gather information regarding a business situation.

Skills from this Unit:

- The student will experience the market research process through a classroom research project.
- The student will investigate the human side of the research process.
- The student will analyze the use of exploratory research in business situations.
- The student will apply the research process to an actual business addresses a specific need or topic.



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:

Writing a Survey

Market Research Process Skit Activity

Assessment(s) Description/Directions:

See attached rubrics



LEARNING EXPERIENCES

Sequence of Instruction

- 1) Juice Taste Test Lesson
- 2) The Market Research Process PP
- 3) The Market Research Process Skit Activity
- 4) The Human Side of Research PP
- 5) Writing a Survey PP (with review information)
- 6) Writing a Survey Activity (Questionnaire Design & Writing a Questionnaire Activity Sheets, Creating a survey worksheet)
- 7) Exploratory Research PP
- 8) Skit Presentations

Attachments for Learning Experiences:

Taste Test Excel Sheet
Taste Test Sheet
Taste Test
Creating a Survey
Writing a Questionnaire
Market Research Process

Notes & Reflections:

extra activity: Push Etiquette Attachment



CULMINATING PERFORMANCE TASK(S)

Culminating Unit Performance Task(s):

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:



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/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>

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 checked="" 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 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		