



GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

PATHWAY: Optional Course for All Marketing Pathways

COURSE: Marketing Research

UNIT 6: Data Analysis



INTRODUCTION

Annotation:

In this unit students will gain an overview of some of the researching methods used to analyze data and which research situation would work better in some cases than in others. Students will also analyze and display a frequency test showing the results.

Grade(s):

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

Time: 5-50 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-6. Students will organize and sort data to create a visual representation of information.

- a. Utilize a computer software spreadsheet or SPSS designed for descriptive analysis.
- b. Interpret the findings from basic data analysis.

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.



UNDERSTANDINGS & GOALS

Enduring Understandings:

- Student will be able to understand the measurement level needed in a marketing research study.
- Study will be able to interpret and display data research.

Essential Questions:

- Once you have defined a problem and collected data, how do researchers interpret the findings?
- How much focus do you feel needs to be placed on this step in the process?

Knowledge from this Unit:

- Frequency Analysis
- Confidence Intervals
- Hypothesis Testing
- Chi-squared and goodness of fit.

Skills from this Unit:

- Student will be able to conduct a frequency analysis on candy bar consumption.



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:

Data Analysis Test

Assessment(s) Description/Directions:

File attached contains multiple choice questions with answers.

Attachments for Assessment(s):

MR_6 Data Analysis Test w Answers



LEARNING EXPERIENCES

Sequence of Instruction

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

MKT-MR-6. Students will organize and sort data to create a visual representation of information.

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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.

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MC2A2. Students will solve simple equations.

2. Review Essential Questions.

- Once you have defined a problem and collected data, how do researchers interpret the findings?
- How much focus do you feel needs to be placed on this step in the process?

3. Identify and review the unit vocabulary.

4. MR_6 Data Sorting Power Point

5. Students will conduct a small sample from their classmates on how many times a week they purchase a particular candy bar. (student will predetermine 3 types of candy and give a scale of 1-5 meaning 1 time per week, 2 times per week, so and.)

6. Students should give the oral survey to 10 classmates then interpret the findings.

7. On a poster or tri-fold, they will create a pie chart depicting the frequency of their classmate's purchases in a relational since.

Attachments for Learning Experiences:

MR_6 Data Analysis Test w Answers

Notes & Reflections:

Topics in this unit get very specific. You may need to pre study some of the content in order to relate to your classroom needs.



UNIT RESOURCES

Materials & Equipment:

PowerPoint

What 21st Century Technology was used in this unit:

<input checked="" type="checkbox"/>	Slide Show Software	<input checked="" type="checkbox"/>	Graphing Software	<input type="checkbox"/>	Audio File(s)
<input type="checkbox"/>	Interactive Whiteboard	<input type="checkbox"/>	Calculator	<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input checked="" 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 type="checkbox"/>	Website		