



GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

PATHWAY: Optional Course for All Marketing Pathways

COURSE: Marketing Research

UNIT 7: Primary Data Research Instruments



INTRODUCTION

Annotation:

Students will take an in depth look at the considerations that researchers make before deciding on a method for collection of primary data. Students will also gain insight into the different scales that may be measured in the process. Students will create surveys and decide on a new product to be created based on their finding through opinion and attitude research.

Grade(s):

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

Time: 8, 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-7. Students will identify elements of survey techniques in order to Create primary research instruments.

- a. Outline the steps of questionnaire design including preliminary decisions and the five considerations regarding questionnaire content.
- b. Identify the five general issues in question phrasing, types of response formats, and strategies for sequencing questions.
- c. Explain the process of designing data collection strategies.
- d. Identify the differences among ranking, rating, sorting, and making choices to measure attitudes and preferences.
- e. Evaluate and discuss Likert scales, semantic differentials, and other types of attitude scales.
- f. Recognize that decisions about data collection methods and measurement scales influence the format and layout of questionnaires.

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.



UNDERSTANDINGS & GOALS

Enduring Understandings:

- Student will see the importance of question formation when creating surveys and take into account identified considerations.
- Student will understand the benefit of conducting primary research.
- Student will uncover the difference in sorting and rating in terms of research method instruments.

Essential Questions:

- What considerations need to take place when creating a primary research instrument?

Knowledge from this Unit:

- Strategies for sequencing questions
- Considerations regarding questionnaire content
- Question phrasing
- Likert scale, semantic differentials, attitude scales
- Designing data collections strategies

Skills from this Unit:

- Student will create a questionnaire instrument to collect primary data.



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.

MKT-MR-7. Students will identify elements of survey techniques in order to Create primary research instruments.

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- and the five considerations regarding questionnaire content.
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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.

2. Review Essential Questions.

- What considerations need to take place when creating a primary research instrument?

3. Identify and review the unit vocabulary.

4. MR_7 Attitude and Likert Scales PowerPoint

5. MR_7 Collecting Primary Data PowerPoint

6. MR_7 Creating a Survey

7. MR_7 Creating Survey Examples

8. MR_7 Collecting Information by Communication PowerPoint

9. MR_7 Survey Technique Project (5 prep days then presentations)

Notes & Reflections:

The survey project can be tweaked depending on your program needs. This section also fits with the DECA marketing research project in the area of gathering information taking into account your chosen study.



CULMINATING PERFORMANCE TASK

Culminating Unit Performance Task Title:

Survey Technique Project

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Directions for project and rubric are in the attached file.

Attachments for Culminating Performance Task:

MR_7 Survey Technique Project



UNIT RESOURCES

Web Resources:

Students may conduct additional resources on likert scales, semantic differentials, and other types of attitude scales

Materials & Equipment:

PP, Presentation Equipment

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 checked="" type="checkbox"/>	Calculator	<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input checked="" type="checkbox"/>	Desktop Publishing	<input checked="" 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		