



GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

PATHWAY: Optional Course for All Marketing Pathways

COURSE: Marketing Research

UNIT 9: Ethics in Marketing Research



INTRODUCTION

Annotation:

This unit will lay down a foundational understanding for how important ethical marketing research is and how it has evolved over the years. Students will learn the different aspects of conducting ethical research and then conduct their own research case study on a historical marketing research project that may or may not have conducted ethical research.

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: Please list the standard and elements covered.

MKT-MR-9. Students will evaluate organizational and ethical issues of the Marketing research process.

- a. Recognize the degree of marketing research sophistication in various organizations.
- b. Discuss the organizational structure of marketing research in various organizations.
- c. Explain why ethical questions are philosophical questions.
- d. Define societal norms.
- e. Describe the three parties involved in most research situations and determine how the interactions among them may identify a series of ethical questions.
- f. Identify the rights and obligations of the respondent, the researcher, and the client sponsor.
- g. Take each of the three parties' perspectives and identify selected issues (i.e., deception, privacy, and advocacy research).
- h. Discuss the role of codes of ethics in marketing research.

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.

MC2A2. Students will solve simple equations.



UNDERSTANDINGS & GOALS

Enduring Understandings:

- Student will have the ability to apply ethics in marketing research and understand the downfall and consequence to studies that choose to not employ ethical marketing research practices.

Essential Questions:

- Why are ethics an important part of marketing research?

Knowledge from this Unit:

- Societal norms
- Identify rights
- Code of ethics

Skills from this Unit:

- Student will create a case study for a historical marketing research study.



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-9. Students will evaluate organizational and ethical issues of the Marketing research process.

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2. Review Essential Questions.

- Why are ethics an important part of marketing research?

3. Identify and review the unit vocabulary.

4. Basic review of "what are ethics"

5. MR_9 Marketing Research Ethics PowerPoint

6. MR_9 Ethics and Marketing Research PowerPoint

- The following links are great to look at different codes of ethics for marketing research. Teachers may want to create a questionnaire or scavenger hunt to guide students through looking at the sites.

<http://www.casro.org/codeofstandards.cfm>

<http://www.mria-arim.ca/STANDARDS/CODE2007.asp>

<http://www.esomar.org/index.php/codes-guidelines.html>

7. Have your students use internet sources to find a marketing research study that has been previously conducted. They will need to create a case study that will be used by their classmates. A written portion of the study needs to document what the study was and how it was conducted included all major information they find. The student will then create 5 questions referring to their study for classmates to read and answer. Questions should use the material covered in this unit. No 2 students are allowed to use the same study.

Notes & Reflections:

Make sure you have internet access for this unit.



UNIT RESOURCES

Web Resources:

<http://www.casro.org/codeofstandards.cfm>

<http://www.mria-arim.ca/STANDARDS/CODE2007.asp>

<http://www.esomar.org/index.php/codes-guidelines.html>

The following link is great to see the trends currently taking place in marketing research:

<http://www.marketingtoday.com/research/index.htm>

Materials & Equipment:

Power Point, Internet

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