

Marketing Research (A)

1 Semester / .5 Credit (Minimum)

SCED: 12196

Application-level course for the Marketing Research Strand

Marketing Research will focus on how to: (1) specify information needs and design a research study to meet those needs; (2) collect, analyze and use marketing research data to make effective marketing decisions; (3) communicate the research findings and their implications to various publics.

Information Management

Utilize information-technology tools to manage and perform work responsibilities
Assess the impact of technology on marketing research
Determine types of technology needed by company/agency

Professional Development

Understands concepts-tools-and strategies used to explore-obtain-and develop in a business career
Acquire information about the marketing research industry to aid in making career choices
Identify career opportunities in marketing research
Explain the role and responsibilities of marketing researchers
Utilize career-advancement activities to enhance professional development in marketing research

Strategic Management

Utilize planning tools to guide organizations/department's activities
Provide input into strategic planning
Explain the need for cross-functional teams

Marketing-Information Management

Assess marketing-information needs to develop a marketing information management system
Identify sources to obtain demographic data
Design quantitative marketing-research activities to ensure accuracy-appropriateness-and adequacy of data-collection efforts
Select appropriate research techniques
Identify the marketing-research problem/issue
Explain the nature of action research
Determine research approaches
Select data-collection methods
Evaluate the relationship between the research purpose and the marketing research objectives

Estimate the value of research information
Develop sampling plans
Prepare research briefs and proposals
Control sources of error and bias
Develop rating scales
Prepare diaries
Create simple questionnaires
Design qualitative research study
Develop screener for qualitative marketing-research study
Determine sample for qualitative marketing-research study
Obtain information from customer databases
Obtain marketing information from on-line sources
Data mine web log for marketing information
Track environmental changes that impact marketing
Monitor sales data
Measure market size and composition
Administer questionnaires
Employ techniques to assess ongoing behavior
Conduct in-depth interviews
Conduct focus groups
Conduct continuous panel research
Conduct test markets
Conduct experiments
Edit research data
Group and score research data
Conduct error research data
Tabulate data
Create data matrix
Select and use appropriate data support systems
Create and Analyze narrative text
Interpret research data into information for decision making

Use statistical software systems

Interpret descriptive statistics for marketing decision making

Interpret correlations

Marketing Research (B)

1 Semester / .5 Credit (Minimum)

SCED: 12196

Application-level course for the Marketing Research Strand

Marketing Research will focus on how to: (1) specify information needs and design a research study to meet those needs; (2) collect, analyze and use marketing research data to make effective marketing decisions; (3) communicate the research findings and their implications to various publics.

Research Analysis and Reporting

- Write executive summary of research report
- Prepare and use presentation software to support reports
- Present findings orally
- Prepare written reports for decision-making
- Post marketing results electronically
- Determine price sensitivity
- Predict demand patterns
- Conduct demand analysis
- Display data in charts/graphs or in tables

Consumer and Product Behavior

- Evaluate product usage
- Analyze purchasing behavior
- Manage marketing information to facilitate product/service management decisions
- Conduct product analysis
- Conduct customer-satisfaction studies
- Conduct service-quality studies
- Identify new-product opportunities
- Test product concepts
- Design and conduct product tests
- Determine attitudes towards products and brands
- Provide information to launch new products

Estimate repeat purchase rate
Estimate purchase cycle
Understand brand equity
Estimate market share
Prepare trend analysis
Monitor inventory data
Track cost data
Collect product quality data
Conduct segmentation studies to understand how to segment products
Track brand health
Evaluate quality of marketing research studies
Measure the impact of marketing research
Suggest improvements to marketing-research activities

Market Planning

Research and apply demographics, psychographics, and geographics in developing a comprehensive marketing research plan
Develop and track consumer trends and buying habits
Develop a consumer profile using demographic, psychographic, and geographic data
Understand impact on social and virtual marketing on research process
Predict and understand consumer buying trends
Develop a comprehensive marketing plan
Present research project based upon client needs

Professional Learning Experience

Local Education Agencies may determine the method to implement the PLE. For the "Research" strand this may be an Internship, Community-Based Projects, or Mentoring.

Through the Professional Learning Experience in the Marketing Research strand, students will:

identify the business's customer profile
design a marketing research study to determine spending patterns and trends of the customer base
conduct the marketing research
based on the results of the research, develop a list of potential strategies that could be used to maintain/increase sales
develop a plan to maintain/increase sales
develop a budget for the proposed plan
prepare a formal written presentation discussing the research findings and proposed plan

prepare a presentation to describe the research findings and proposed plan