# Marketing Research Course No. 12196 Credit: 1.0

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes:Marketing (52.1402)

Course Description: **Application Supportive Level:** 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.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Click or tap here to enter text.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Utilize information-technology tools to manage and perform work responsibilities. |  |
| 1.2 | Assess the impact of technology on marketing research. |  |
| 1.3 | Determine types of technology needed by company/agency. |  |
| 1.4 | Understands concepts-tools-and strategies used to explore-obtain-and develop in a business career. |  |
| 1.5 | Acquire information about the marketing research industry to aid in making career choices. |  |
| 1.6 | Identify career opportunities in marketing research. |  |
| 1.7 | Explain the role and responsibilities of marketing researchers. |  |
| 1.8 | Utilize career-advancement activities to enhance professional development in marketing research. |  |
| 1.9 | Utilize planning tools to guide organizations/ department's activities. |  |
| 1.10 | Provide input into strategic planning. |  |
| 1.11 | Explain the need for cross-functional teams. |  |
| 1.12 | Assess marketing-information needs to develop a marketing information management system. |  |
| 1.13 | Identify sources to obtain demographic data |  |
| 1.14 | Design quantitative marketing-research activities to ensure accuracy-appropriateness-and adequacy of data-collection efforts. |  |
| 1.15 | Select appropriate research techniques. |  |
| 1.16 | Identify the marketing-research problem/ issue. |  |
| 1.17 | Explain the nature of action research. |  |
| 1.18 | Determine research approaches. |  |
| 1.19 | Select data-collection methods. |  |
| 1.20 | Evaluate the relationship between the research purpose and the marketing research objectives. |  |
| 1.21 | Estimate the value of research information. |  |
| 1.22 | Develop sampling plans. |  |
| 1.23 | Prepare research briefs and proposals. |  |
| 1.24 | Control sources or error and bias. |  |
| 1.25 | Develop rating scales. |  |
| 1.26 | Prepare diaries. |  |
| 1.27 | Create simple questionaires. |  |
| 1.28 | Design qualitative research study. |  |
| 1.29 | Develop screener for qualitative marketing- research study. |  |
| 1.30 | Obtain information from customer databases. |  |
| 1.31 | Obtain information from on-line sources. |  |
| 1.32 | Data mine web log for marketing information. |  |
| 1.33 | Track environmental changes that impact marketing. |  |
| 1.34 | Monitor sales data. |  |
| 1.35 | Measure market size and composition. |  |
| 1.36 | Administer questionaires. |  |
| 1.37 | Employ techniques to assess ongoing behavior. |  |
| 1.38 | Conduct in-depth interviews. |  |
| 1.39 | Conduct focus groups. |  |
| 1.40 | Conduct continuous panel research. |  |
| 1.41 | Conduct test markets. |  |
| 1.42 | Conduct experiments. |  |
| 1.43 | Edit research data. |  |
| 1.44 | Group and score research data. |  |
| 1.45 | Conduct error research data. |  |
| 1.46 | Tabulate data. |  |
| 1.47 | Create data matrix. |  |
| 1.48 | Select and use appropriate data support systems. |  |
| 1.49 | Create and Analyze narrative text. |  |
| 1.50 | Interpret research data into information for decision making. |  |
| 1.51 | Use statistical software systems. |  |
| 1.52 | Interpret descriptive statistics for marketing decision making. |  |
| 1.53 | Interpret correlations. |  |
| 1.54 | Write executive summary of research report. |  |
| 1.55 | Prepare and use presentation software to support reports. |  |
| 1.56 | Present findings orally. |  |
| 1.57 | Prepare written reports for decision-making. |  |
| 1.58 | Post marketing results electronically. |  |
| 1.59 | Determine price sensitivity. |  |
| 1.60 | Predict demand patterns. |  |
| 1.61 | Conduct demand analysis. |  |
| 1.62 | Display data in charts/graphs or in tables. |  |
| 1.63 | Evaluate product usage. |  |
| 1.64 | Analyze purchasing behavior. |  |
| 1.65 | Manage marketing information to facilitate product/service management decisions. |  |
| 1.66 | Conduct product analysis. |  |
| 1.67 | Conduct customer-satisfaction studies. |  |
| 1.68 | Conduct service-quality studies. |  |
| 1.68 | Identify new-product opportunities. |  |
| 1.70 | Test product concepts. |  |
| 1.71 | Design and conduct product tests. |  |
| 1.72 | Determine attitudes towards products and brands. |  |
| 1.73 | Provide information to launch new products. |  |
| 1.74 | Estimate repeat purchase rate. |  |
| 1.75 | Estimate purchase cycle. |  |
| 1.76 | Understand brand equity. |  |
| 1.77 | Estimate market share. |  |
| 1.78 | Prepare trend analysis. |  |
| 1.79 | Monitor inventory data. |  |
| 1.80 | Track cost data. |  |
| 1.81 | Collect product quality data. |  |
| 1.82 | Conduct segmentation studies to understand how to segment products. |  |
| 1.83 | Track brand health. |  |
| 1.84 | Evaluate quality of marketing research studies. |  |
| 1.85 | Measure the impact of marketing research. |  |
| 1.86 | Suggest improvements to marketing-research activities. |  |
| 1.87 | Research and apply demographics, |  |
| 1.88 | psychographics, and geographics in developing a comprehensive marketing research plan. |  |
| 1.89 | Develop and track consumer trends and buying habits. |  |
| 1.90 | Develop a consumer profile using demographic, psychographic, and geographic data. |  |
| 1.91 | Understand impact on social and virtual marketing on research process. |  |
| 1.92 | Predict and understand consumer buying trends. |  |
| 1.93 | Develop a comprehensive marketing plan. |  |
| 1.94 | Present research project based upon client needs. |  |
| 1.95 | Demonstrate application of marketing technical skills. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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