



## Department of Fine, Practical, and Performing Arts

### Market Research (Honors)

Grade 11-12

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Supported by: Dr. James Riley, K-12 Coordinator of Fine Performing and Practical Arts

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Effective: Fall 2017

### Course Description

This course is designed to expose students to the theory and practice of marketing research. It provides an overview that highlights the importance of Marketing Research, different types of research, both secondary and primary, qualitative and quantitative, and the marketing research process. The course deals with levels of measurement and types of scales, as well as practical data collection issues of sampling and instrument design, data tabulation and analysis, the development of marketing conclusions and recommendations, and summarizing and communicating results.

### Scope and Sequence

Month	
September MP 1	Introduction to Marketing Research
October MP 1	Marketing Research Industry, Marketing Research Process
November MP 2	Marketing Research Process, Defining the Problem, Developing Research Objectives
December MP 2	Marketing Research Process, Defining the Problem, Developing Research Objectives
January MP 3	Research Design and Techniques, Evaluating Data, Developing Marketing Research Reports

February MP 3	Developing Marketing Research Reports, Introduction to Entrepreneurship
March MP 3	Entrepreneurial Pathways, The Business Plan
April MP 4	The Business Plan, Exploring Your Market
May MP 4	Exploring Your Market, Selling & Customer Service, Financials
June MP 4	Financials, Legal

Unit 1	
Introduction to Marketing Research	
Summary and Rationale	
<p>Students will be introduced to the world of marketing research through studying the purpose and uses. Students will explore the industry and how it affects businesses marketing efforts and consumers buying decisions. Then students will look into defining research objectives in order to begin conducting their own research for a data drive end goal.</p>	
Recommended Pacing	
8 weeks	
Standards	
Marketing Career Cluster	
9.3.MK.2	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
9.3.MK.3	Plan, monitor, manage and maintain the use of financial resources for marketing activities.
9.3.MK.4	Plan, monitor and manage the day-to-day activities required for continued marketing business

	operations.
9.3.MK-RES.1	Plan, organize and manage day-to-day marketing research activities.
9.3.MK-RES.2	Design and conduct research activities to facilitate marketing business decisions.
9.3.MK-RES.3	Use information systems and tools to make marketing research decisions.
Interdisciplinary Connections	
21st Century Life and Careers	
9.3.12.BM-BIM.3	Access, evaluate and disseminate information for business decision making.
9.3.21.BM-MGT.1	Describe and follow laws and regulations affecting business operations and transactions.
Integration of Technology	
8.1.12.A.2	Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.
8.1.12.A.3	Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue.
8.1.12.A.4	Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the results.
<b>Instructional Focus</b>	
<b>● Enduring Understandings:</b>	<b>● Essential Questions:</b>
<ul style="list-style-type: none"> <li>● Students will understand the purpose of marketing research and the different uses for it through studying the industry and how it works.</li> </ul>	<ul style="list-style-type: none"> <li>● Why is marketing research a necessary component in marketing?</li> <li>● How does the industry change the way market research is conducted and studied?</li> <li>● How do market research groups define a problem and research objectives to effectively obtain data?</li> <li>● How do qualitative and quantitative research drive marketing efforts?</li> </ul>

- DECA role play scenarios
- Case studies
- Marketing video
- Market research and evaluation
- Oral presentations/pitches
- Market analysis
- Chapter & Unit Tests/Quizzes

### Objectives (SLO)

#### Students will know:

- The relationship of marketing research to marketing, the marketing concept, and marketing strategy
- The function and uses of marketing research
- Examples of marketing research for evaluating target markets, product research, pricing research, and distribution research
- A brief history of the marketing research industry
- Industry structure of marketing research firms
- About career possibilities in the marketing research industry
- When marketing research is needed and not needed
- The criteria all research objectives should have
- The components of the marketing research proposal
- What research design is and its significance
- The different types of test marketing
- The advantages and disadvantages of secondary data
- The difference between quantitative and qualitative research and the benefits of each

#### Students will be able to:

- Define market research
- Describe the relationship of marketing research to marketing, the marketing concept, and marketing strategy
- Identify examples of marketing research
- Describe a marketing information system (MIS)
- Examine ethical codes and standards developed by professional associations
- Identify the steps of the marketing research process
- Define an action standard and understand why it is needed
- Identify parts of the marketing research proposal
- Determine different types of descriptive research
- Define secondary data and determine how it will be used in the market research process
- Evaluate secondary data
- Define quantitative research
- Define qualitative research
- Understand methods used to obtain quantitative research
- Understand methods used to obtain qualitative research

### Suggested Resources/Technology Tools

- Chromebooks
- Google Classroom
- DECA.org
- Marketing Research Textbook (Alvin C. Burns & Ronald F. Bush)
- YouTube Videos
- Business Periodicals
- Current Events

## 21ST CENTURY LIFE AND CAREER STANDARDS

Please select all standards that apply to this unit of study:

- Act as a responsible and contributing citizen and employee.
- Apply appropriate academic and technical skills.**
- Attend to personal health and financial well being.
- Communicate clearly and effectively and with reason.**
- Consider the environmental social and economics impacts of decisions.**
- Demonstrate creativity and innovation.**
- Employ valid and reliable research strategies.**
- Utilize critical thinking to make sense of problems and persevere in solving them.**
- Model integrity, ethical leadership, and effective management.
- Plan education and career paths aligned to personal goals.
- Use technology to enhance productivity.**
- Work productively in teams while using cultural global competence.**

Suggestions on integrating these standards can be found at: <http://www.state.nj.us/education/cccs/2014/career/9.pdf>

### Unit 2

#### Marketing Research

#### Summary and Rationale

Students will delve into marketing research first hand. With a hands on approach, students will define an objective and end goal and then develop a marketing research plan. Students will complete research through focus groups, surveys, and other methods before analyzing it and developing marketing research reports.

#### Recommended Pacing

8 weeks

#### Standards

Marketing Career Cluster

9.3.MK.2	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
9.3.MK.3	Plan, monitor, manage and maintain the use of financial resources for marketing activities.
9.3.MK.4	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.
9.3.MK-RES.1	Plan, organize and manage day-to-day marketing research activities.
9.3.MK-RES.2	Design and conduct research activities to facilitate marketing business decisions.
9.3.MK-RES.3	Use information systems and tools to make marketing research decisions.
Interdisciplinary Connections	
21st Century Life and Careers	
9.3.12.BM-BIM.3	Access, evaluate and disseminate information for business decision making.
9.3.21.BM-MGT.1	Describe and follow laws and regulations affecting business operations and transactions.
Integration of Technology	
8.1.12.A.2	Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.
8.1.12.A.3	Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue.
8.1.12.A.4	Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the results.
<b>Instructional Focus</b>	
<b>● Enduring Understandings:</b>	<b>● Essential Questions:</b>
<ul style="list-style-type: none"> <li>● Students will understand the process of conducting research as well as the in-depth processes of analyzing research in order to obtain specific and relevant industry data.</li> </ul>	<ul style="list-style-type: none"> <li>● How does the marketing research process help define the end goal?</li> <li>● How does the goal determine research design?</li> <li>● Why do different research techniques exist?</li> <li>● How do you determine if data is valuable?</li> <li>● Why do data quality issues exist and how do you</li> </ul>

	<p>handle them?</p> <ul style="list-style-type: none"> <li>● How does a successful marketing research report benefit a business?</li> </ul>
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<ul style="list-style-type: none"> <li>● DECA role play scenarios</li> <li>● Case studies</li> <li>● Marketing research report</li> <li>● Marketing research analysis</li> <li>● Report and data analysis</li> <li>● Market research and evaluation</li> <li>● Oral presentations/pitches</li> <li>● Industry analysis</li> <li>● Chapter &amp; Unit Tests/Quizzes</li> </ul>
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**Objectives (SLO)**

<p>Students will know:</p> <ul style="list-style-type: none"> <li>● The four basic alternative modes for gathering survey data</li> <li>● Different survey data collection methods</li> <li>● The three types of marketing researchers</li> <li>● The basic functions of a questionnaire</li> <li>● The dos and don'ts of question wording</li> <li>● Sample design terminology</li> <li>● The four types of probability samples</li> <li>● The four types of nonprobability samples</li> <li>● The skills required to administer different types of samples</li> <li>● The eight axioms underlying sample size determination</li> <li>● Total error and how nonsampling error is related to it</li> <li>● Types of nonresponsive errors</li> <li>● How to respond to and handle data quality errors</li> <li>● The functions of data analysis</li> <li>● Five basic types of statistical analysis</li> <li>● How to perform and interpret statistical interface with SPSS</li> <li>● How market researchers use regression analysis</li> <li>● The components of a marketing research report</li> </ul>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>● Understand the advantages and disadvantages of each of the data collection modes</li> <li>● Comprehend factors researchers consider when choosing a survey method</li> <li>● Understand the basics of measurement (regarding people, places, and things)</li> <li>● Identify the three types of marketing researchers</li> <li>● Examine three scale formats commonly used by marketing researchers</li> <li>● Understand the coding of questionnaires</li> <li>● Understand the differences between probability and nonprobability sampling methods</li> <li>● Develop a sample plan</li> <li>● Compute sample size using confidence interval approach</li> <li>● Describe different methods used to decide sample size</li> <li>● Understand the source of data collection errors and how to minimize them</li> <li>● Calculate response rate to measure nonresponse error</li> <li>● Understand the concept of data analysis</li> <li>● Obtain descriptive statistics with SPSS</li> <li>● Understand the concept of statistical interface</li> <li>● Estimate a population mean or percentage</li> <li>● Examine various relationships between associations</li> <li>● Interpret regression analyses</li> <li>● Develop a marketing research report</li> </ul>
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**Suggested Resources/Technology Tools**

<ul style="list-style-type: none"> <li>● Chromebooks</li> <li>● Google Classroom</li> </ul>
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- DECA.org
- Marketing Research Textbook (Alvin C. Burns & Ronald F. Bush)
- YouTube Videos
- Business Periodicals
- Current Events
- Research data
- Industry data
- Participation data

## 21ST CENTURY LIFE AND CAREER STANDARDS

*Please select all standards that apply to this unit of study:*

- Act as a responsible and contributing citizen and employee.
- Apply appropriate academic and technical skills.**
- Attend to personal health and financial well being.
- Communicate clearly and effectively and with reason.**
- Consider the environmental social and economics impacts of decisions.**
- Demonstrate creativity and innovation.**
- Employ valid and reliable research strategies.**
- Utilize critical thinking to make sense of problems and persevere in solving them.**
- Model integrity, ethical leadership, and effective management.
- Plan education and career paths aligned to personal goals.
- Use technology to enhance productivity.**
- Work productively in teams while using cultural global competence.**

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### Unit 3

#### Discovering the World of Entrepreneurship

#### Summary and Rationale

Students will have the opportunity to look into what it takes to own and operate one's own business. Students will understand the basics of entrepreneurship and look at successful and unsuccessful entrepreneurial ventures while understanding the components of a business plan.

#### Recommended Pacing



8 weeks	
<b>Standards</b>	
21st Century Career Cluster	
9.3.12.BM -MGT.8	Create strategic plans used to manage business growth, profit and goals.
9.3.12.BM -MGT.3	Apply economic concepts fundamental to global business operations.
9.3.MK.4	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.
9.3.12.BM .3	Explore, develop and apply strategies for ensuring a successful business career.
9.3.12.BM .2	Describe laws, rules and regulations as they apply to effective business operations.
9.3.12.BM .4	Identify, demonstrate and implement solutions in managing effective business customer relationships.
9.3.12.BM .1	Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
Interdisciplinary Connections	
21st Century Life and Careers	
9.3.12.BM -BIM.3	Access, evaluate and disseminate information for business decision making.
9.3.21.BM -MGT.1	Describe and follow laws and regulations affecting business operations and transactions.
Integration of Technology	
8.1.12.A.2	Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.
8.1.12.A.3	Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue.
8.1.12.A.4	Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the

results.

## Instructional Focus

### ● Enduring Understandings:

- Students will be introduced to the world of entrepreneurship through studying the free enterprise system, law of supply and demand, and analyzing start-up ventures.

### ● Essential Questions:

- How does entrepreneurship affect the free enterprise system?
- Why do entrepreneurial ventures pose such a big business risk?
- How do successful entrepreneurs separate rise to the top?
- How do beliefs, missions, and vision relate to the success of a business?

- DECA role play scenarios
- Start-up case studies
- Oral presentations/pitches
- Small business report
- Chapter & Unit Tests/Quizzes

## Objectives (SLO)

Students will know:

- What it means to be an entrepreneur
- The pros and cons of being an entrepreneur
- The six steps in developing a business plan
- The eight types of entrepreneurs
- How free enterprise systems work and how entrepreneurs fit into them
- The value of new enterprise ideas
- How to articulate core beliefs, mission and vision
- How market research prepares you for success
- How to position your product or service within a market
- The 4 P's of marketing and how they relate to entrepreneurship

Students will be able to:

- Describe the importance of the entrepreneur in a free enterprise system
- Differentiate the components in developing a business plan
- Estimate an individual's personal financial needs
- List the characteristics of successful entrepreneurs
- Describe the sources of new enterprise ideas
- Analyze competitive advantage
- Prepare viability tests
- Discriminate between marketing and selling
- Determine a market segment
- Combine the 4 P's into a marketing mix
- Apply a breakeven analysis to evaluate a marketing plan

## Suggested Resources/Technology Tools

- Chromebooks
- Google Classroom
- DECA.org
- Entrepreneurship Textbook (Steve Mariotti & Caroline Glackin)
- YouTube Videos

- Business Periodicals
- Shark Tank

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- Model integrity, ethical leadership, and effective management.
- Plan education and career paths aligned to personal goals.
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### Unit 4

#### Starting & Operating a Small Business

#### Summary and Rationale

Students will look at the day to day activities of running and operating a small business. Everything from managing employees to tasks to financials; we will look into the costs associated and analyze debts and assets. Students will look into the legal and ethical side of running a business.

#### Recommended Pacing

8 weeks

#### Standards

21st Century Career Cluster	
9.3.12.BM -MGT.8	Create strategic plans used to manage business growth, profit and goals.
9.3.12.BM -MGT.3	Apply economic concepts fundamental to global business operations.
9.3.MK.4	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.
9.3.12.BM .3	Explore, develop and apply strategies for ensuring a successful business career.
9.3.12.BM .2	Describe laws, rules and regulations as they apply to effective business operations.
9.3.12.BM .4	Identify, demonstrate and implement solutions in managing effective business customer relationships.
Interdisciplinary Connections	
21st Century Life and Careers	
9.3.12.BM -BIM.3	Access, evaluate and disseminate information for business decision making.
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8.1.12.A.4	Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the results.
<b>Instructional Focus</b>	
<b>● Enduring Understandings:</b>	<b>● Essential Questions:</b>
<ul style="list-style-type: none"> <li>● Students will study the financial and legal side of running a business through application of business law, financial</li> </ul>	<ul style="list-style-type: none"> <li>● How does a ROI affect the value of a business?</li> <li>● Why does the management of a business determine the success of a business?</li> </ul>

management, and marketing skills.	<ul style="list-style-type: none"> <li>• How do business laws affect franchising and licensing opportunities?</li> </ul>
<ul style="list-style-type: none"> <li>• DECA role play scenarios</li> <li>• Business Case studies</li> <li>• Shark Tank</li> <li>• Oral presentations/pitches</li> <li>• Entrepreneurial analysis</li> <li>• Chapter &amp; Unit Tests/Quizzes</li> </ul>	
<b>Objectives (SLO)</b>	
<p>Students will know:</p> <ul style="list-style-type: none"> <li>• The principles of selling</li> <li>• What a variable cost is</li> <li>• What a return on investment is</li> <li>• The basics of an income statement</li> <li>• A sustainable debt to asset ratio</li> <li>• The process of creating a successful, working budget for a business</li> <li>• The difference between cash and profits</li> <li>• The importance of contracts</li> <li>• Methods to manage risks</li> <li>• Types of production distribution chains</li> <li>• The significance of operations in a business</li> <li>• The tasks handled by managers</li> <li>• The day to day operations of a human resources department</li> <li>• Ethical practices in a business</li> <li>• The franchising process and opportunities</li> </ul>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Determine customer relationship value</li> <li>• Calculate the investment required for a business start-up</li> <li>• Assess the variable costs for starting a business</li> <li>• Calculate a return on investment (ROI)</li> <li>• Understand an income statement</li> <li>• Analyze an income statement</li> <li>• Analyze a balance sheet</li> <li>• Understand the importance of cash flow management</li> <li>• Create a budget</li> <li>• Recognize appropriate tax filing information</li> <li>• Recognize key components of commercial law</li> <li>• Evaluate ways to protect your intellectual property</li> <li>• Understand the operations in operating a successful business</li> <li>• Evaluate operations in a business</li> <li>• Identify leadership styles</li> <li>• Understand the difference between organizational culture and structure</li> <li>• Understand the functions of human resources management</li> <li>• Explain how a business can be franchised</li> <li>• Determine ethical decisions in a business setting</li> </ul>
<b>Suggested Resources/Technology Tools</b>	
<ul style="list-style-type: none"> <li>• Chromebooks</li> <li>• Google Classroom</li> <li>• DECA.org</li> <li>• Entrepreneurship Textbook (Steve Mariotti &amp; Caroline Glackin)</li> <li>• YouTube Videos</li> <li>• Business Periodicals</li> <li>• Shark Tank</li> </ul>	
<b>21ST CENTURY LIFE AND CAREER STANDARDS</b>	

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