



Marketing Research

Career Cluster	Marketing
Course Code	12167
Prerequisite(s)	Marketing Principles recommended
Credit	0.5
Program of Study and Sequence	Foundation Course – Marketing Principles – Marketing Research – pathway course
Student Organization	Future Business Leaders of America (FBLA)
Coordinating Work-Based Learning	Mentoring; job shadow; informational interviews
Industry Certifications	N/A
Dual Credit or Dual Enrollment	https://sdmylife.com/prepping-for-college/dual-credit
Teacher Certification	Marketing Cluster Endorsement; Sales, Merchandising & Marketing Research Support Pathway Endorsement; *Marketing Education
Resources	N/A

Course Description

Marketing Research describes the process of acquiring, classifying and interpreting primary and secondary marketing data. The course of study focuses on the system (planning, collecting, processing and implementing information) for conducting research to determine marketing strategies and decisions.

Program of Study Application

Marketing Research is a pathway course within the Marketing career cluster, all career pathways.

Course Standards

MR 1: Students will understand marketing research as a career and marketing discipline.

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall and Recognition	MR 1.1 Identify and explore career opportunities in marketing research.
Two Skill/Concept	MR 1.2 Understand the use of marketing research in making informed business and marketing decisions.
Two Skill/Concept	MR 1.3 Understand the concept of big data and its implications in business.
Four Extended Thinking	MR 1.4 Apply ethical reasoning to a variety of situations to make ethical decisions.

MR 2: Students will understand the marketing research process.

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	MR 2.1 Assess marketing information needs to develop a marketing information management system.
Two Skill/Concept	MR 2.2 Understand various research data from primary to secondary and quantitative to qualitative.
Four Extended Thinking	MR 2.3 Design quantitative and qualitative marketing research activities to ensure adequacy of data collection efforts.
Four Extended Thinking	MR 2.4 Analyze secondary marketing data to ensure accuracy and adequacy of information for decision making.
Four Extended Thinking	MR 2.5 Implement primary marketing research strategy to test hypotheses and/or to resolve issues.
Three Strategic Thinking	MR 2.6 Correlate marketing data that aid in the decision-making process.
Four Extended Thinking	MR 2.7 Apply statistical methods to aid in data interpretation.

MR 3: Students will report research findings for use in making strategic marketing decisions.

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	MR 3.1 Report findings to communicate research information with various stakeholders.
Four Extended Thinking	MR 3.2 Manage marketing information to analyze, predict and recommend successful marketing strategies.