



# 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 – <b>Marketing Research</b> – pathway course   |
| Student Organization             | Future Business Leaders of America (FBLA), DECA   |
| Coordinating Work-Based Learning | Mentoring; job shadow; informational interviews   |
| Industry Certifications          | NA  |
| Dual Credit or Dual Enrollment   | NA  |
| Teacher Certification            | Marketing Cluster Endorsement; Sales, Merchandising & Marketing Research Support Pathway Endorsement;<br>*Marketing Education |
| Resources                        |   |

## 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>  | <i>Integrated Content</i>  |
|--|---|--|
| Level 1:<br>Recall and<br>Reproduction | MR 1.1 Identify and explore career opportunities in marketing research                              |  |
| Level 2:<br>Skill/Concept              | MR 1.2 Understand the use of marketing research in making informed business and marketing decisions |  |
| Level 2:<br>Skill/Concept              | MR 1.3 Understand the concept of big data and its implications in business                          |  |
| Level 4:<br>Extended<br>Thinking       | MR 1.4 Apply ethical reasoning to a variety of situations to make ethical decisions                 | <ul style="list-style-type: none"> <li>• Identify unique situations that require special treatment (e.g., human participants, children, etc.)</li> <li>• Identify privacy issues associated with conducting research.</li> </ul> |

**Notes**

**MR 2 Students will understand the marketing research process.**

| <i>Webb Level</i>                 | <i>Sub-indicator</i>   | <i>Integrated Content</i> |
|-----------------------------------|--|---------------------------|
| Level 3:<br>Strategic<br>Thinking | MR 2.1 Assess marketing information needs to develop a marketing information management system                         |                           |
| Level 4:<br>Extended<br>Thinking  | MR 2.2 Design quantitative and qualitative marketing research activities to ensure adequacy of data collection efforts |                           |
| Level 4:<br>Extended<br>Thinking  | MR 2.3 Analyze secondary marketing data to ensure accuracy and adequacy of information for decision making             |                           |
| Level 4:<br>Extended<br>Thinking  | MR 2.4 Implement primary marketing research strategy to test hypotheses and/or to resolve issues                       |                           |
| Level 3:<br>Strategic<br>Thinking | MR 2.5 Correlate marketing data that aid in the decision making process  |                           |
| Level 4:<br>Extended<br>Thinking  | MR 2.6 Apply statistical methods to aid in data interpretation   |                           |

**Notes**

Career Cluster: Marketing

Course: Marketing Research

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

| <i>Webb Level</i>                 | <i>Sub-indicator</i>  | <i>Integrated Content</i> |
|-----------------------------------|---|---------------------------|
| Level 3:<br>Strategic<br>Thinking | MR 3.1 Report findings to communicate research information with various stakeholders                  |                           |
| Level 4:<br>Extended<br>Thinking  | MR 3.2 Manage marketing information to analyze, predict and recommend successful marketing strategies |                           |

**Notes**