



## Marketing Research and Analysis

<b>Primary Career Cluster:</b>	Marketing
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<b>Course Code(s):</b>	5937
<b>Recommended Prerequisite(s):</b>	One Marketing credit in a core course*
<b>Credit:</b>	½ - 3
<b>Grade Level:</b>	11-12
<b>Aligned Student Organization(s):</b>	DECA: <a href="http://www.decatn.org">www.decatn.org</a> FBLA: <a href="http://www.fblatn.org">www.fblatn.org</a> Sarah Williams, (615) 532-2829, <a href="mailto:Sarah.G.Williams@tn.gov">Sarah.G.Williams@tn.gov</a>
<b>Teacher Resources:</b>	<a href="http://www.tn.gov/education/cte/Marketing.shtml">http://www.tn.gov/education/cte/Marketing.shtml</a>

### Course Description

Marketing Research and Analysis is a course of study that focuses on the system (planning, collecting, processing information, and implementing information) for conducting research to determine marketing strategies. The course is targeted at students who need a basic understanding of research procedures, data interpretations, and communication of findings.

Core courses are indicated as *Marketing and Management I – Principles* and *Retail Operations*.

\*Standards to be completed for ½ credit are identified with one asterisk.

\*\*Additional standards to be completed for 1 credit are identified with two asterisks.

\*\*\*A paid, credit-generating work-based learning component is recommended for advanced students for up to two (2) additional credits. This standard is identified by three asterisks.

### Course Standards

#### **Standard 1.0**

**The student will analyze the functions of marketing research in strategic planning for business.**

**The student will:**

- 1.1 Investigate the Marketing Research Process.
- 1.2 Appraise the impact of marketing research on marketing and management.

### **Standard 2.0**

**The student will assess marketing-information needs for a business strategic plan.**

**The student will:**

- 2.1 Assess marketing information needs.
- 2.2 Identify trends in marketing research.

### **Standard 3.0**

**The student will design a quantitative marketing-research study to ensure data-collection efforts.**

**The student will:**

- 3.1 Identify the market research problem.
- 3.2 Select appropriate research techniques.
- 3.3 Determine research approaches to the research problem.
- 3.4 Select data collection methods.
- 3.5 Develop sampling plans.

### **Standard 4.0**

**The student will demonstrate organizational and leadership skills.**

**The student will:**

- 4.1 Demonstrate knowledge of DECA.
- 4.2 Utilize critical thinking in decision-making situations.
- 4.3 Identify and develop personal characteristics needed in leadership situations.

### **Standard 5.0**

**The student will collect secondary data to test hypotheses and/or to resolve issues.**

**The student will:**

- 5.1 Obtain information from customer databases.
- 5.2 Obtain marketing information from online sources.
- 5.3 Track environmental changes that impact marketing.

### **Standard 6.0**

**The student will collect primary data to test hypotheses and/or to resolve issues.**

**The student will:**

- 6.1 Measure market size and composition.
- 6.2 Conduct in-depth interviews.
- 6.3 Create questionnaires.



### **Standard 7.0**

**The student will process and interpret research data for useful insight/knowledge for decision-making in business to create a proposed strategic plan.**

**The student will:**

- 7.1 Edit research data.
- 7.2 Group and score research data.
- 7.3 Tabulate data.
- 7.4 Interpret research data into information for decision making.

### **Standard 8.0**

**The student will process information to create a prepared strategic plan.**

**The student will:**

- 8.1 Prepare research briefs.
- 8.2 Display data in charts/graphs or in tables.

### **\*Standard 9.0**

**The student will demonstrate the importance of academic integration in the area of Marketing Research and Analysis.**

**The student will:**

#### **Language Arts**

- 9.1 Write formally in reports, narratives, and essays.
- 9.2 Write informally in outlines, notes, etc.
- 9.3 Speak and write using standard English (including grammar usage, punctuation, spelling, capitalization, etc.).

#### **Social Science**

- 9.4 Use tools in social sciences, including surveys, maps and documents, and behavior analysis models.
- 9.5 Differentiate elements of geographical studies and analysis and their relationship to changes in society and the business environment.

#### **Mathematics**

- 9.6 Solve addition, subtraction, multiplication, and division problems and apply these operations and concepts in business.
- 9.7 Relate data analysis and percentages to the interpretation of data.

#### **Technology**

- 9.8 Examine computer application in marketing.



- 9.9 Discuss functions of basic pieces of computer hardware.
- 9.10 Formulate ideas about the future of technology in marketing.

### Science

- 9.11 Analyze vital statistics of a community.

### Sample Performance Tasks

- Prepare Section V: Proposed Strategic Plan according to DECA Guide.
- Set up an oral presentation of Marketing Research Event project for a local school board.

### Standard 10.0

**The student will review and analyze safety guidelines and regulations as related to Marketing Research and Analysis.**

**The student will:**

- 10.1 Complete a general safety test with 100% accuracy as related to Marketing Research and Analysis.

### Standard 11.0

**The student will report findings to communicate research information to others in a work-based learning setting or through DECA written manuals.**

**The student will:**

- 11.1 Evaluate executive summaries of a research reports.
- 11.2 Evaluate research report questionnaires.
- 11.3 Apply principles of research to a work-based situation.
- 11.4 Integrate time management principles in organizing the student's schedule, including school, work, social, and other activities.
- 11.5 Evaluate principles of ethics as they relate to the work-based experience.
- 11.6 Employ the principles of safety to the work-based experience.

## Suggested Resources

Marketing Research Association, Chicago, Illinois (312-644-6610)  
*Advances in Consumer Research*  
*Entrepreneurship and Small Business Management: Glencoe*  
*Findex*; Cambridge Information Group Directories, Inc. (301-961-6750)  
*Journal of Marketing Research*  
*Research in Marketing*  
*Marketing Essentials*; Glencoe  
*Statistical Abstract of the United States -- (secondary)*  
*Marketing Principles and Practices*; Glencoe  
*Business and Marketing Computer Applications for Microsoft Works*; Glencoe  
*Marketing Foundations and Functions*, Southwestern



Nielson Marketing Research (203-353-7000)  
National Marketing Standards  
National DECA, DECA Guide, DECA Operations Guide  
MBA Research – Marketing Resource Center, LAPs  
SCANS  
Area Chamber Partnerships  
Career and Technical Advisory Committees

