Grades 11-12 Marketing Research & Analysis, Quarter 2, Revised 2013

Big Ideas/Key Concepts:

The student will develop and complete a marketing research project for a business or product of their choice. Student will utilize marketing research tools to collect and analyze the data. The student will then prepare a strategic plan based on the results of the research project.

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<tr>
<th>Standards</th>
<th>Student Friendly “I Can” Statements</th>
<th>Resources</th>
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| Standard 5.0:  
*The student will collect secondary data to test hypotheses and/or to resolve issues.* | I CAN:  
- Obtain information from customer databases.  
- Obtain marketing information from online sources.  
- Track environmental changes that impact marketing.  
- Identify trends in secondary marketing research.  
- Identify limitations of using secondary marketing research.  
| Different data capture methods  
What is Secondary Data?  
Data Collection Methods - PPT |
| Standard 6.0:  
*The student will collect primary data to test hypotheses and/or to resolve issues.* | I CAN:  
- Measure market size and composition.  
- Conduct in-depth interviews.  
- Create questionnaires.  
- Examine limitations of collecting primary data.  
- Identify the advantages of primary data.  
| Interpret marketing information to test hypotheses and/or solve issues – PPT |
| Standard 7.0:  
*The student will process and interpret* | I CAN:  
- Edit research data.  
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<th>Research data for useful insight/knowledge for decision-making in business to create a proposed strategic plan.</th>
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| **Standard 8.0:**  
*The student will process information to create a prepared strategic plan.* |
| Group and score research data.  
Tabulate data.  
Interpret research data into information for decision making.  
Demonstrate how to calculate tabulations into percentages.  
Forecast predictions based on data received.  
Prepare research briefs.  
Display data in charts/graphs or in tables.  
Prepare a presentation based on information derived from his/her market research.  
Evaluate executive summaries of a research reports.  
Evaluate research report questionnaires.  
Apply principles of research to a work-based situation.  
Integrate time management principles in organizing the student’s schedule, including school, work, social, and other activities.  
Evaluate principles of ethics as they relate to the work-based experience.  
Employ the principles of safety to the work-based experience.  |
| **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.* |
| Research Methodologies - PPT  
Developing Marketing Strategies and a Marketing Plan  
DECA Competitive Events Guidelines [www.deca.org](http://www.deca.org)  
Teacher developed PBA – Marketing Plan  
Teacher Developed PBA – Business Plan  
Standardized assessment |