MARKETING RESEARCH

Marketing Research is a one-half credit course designed to provide students with the skills necessary to conduct qualitative and quantitative marketing research using primary and secondary data. They will gather, synthesize, evaluate, and disseminate marketing information for use in business decision-making or to address a specific marketing problem or issue. Students will apply project management techniques to guide and control marketing research activities. They will use statistical techniques to evaluate marketing data. Technology, employability skills, leadership and communications will be incorporated in classroom activities. Marketing Research can be taught in grades 9-12. It is recommended that students enroll in an introductory marketing course prior to taking Marketing Research.

Career and technical student organizations are an integral co-curricular component of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace readiness skills, and broaden opportunities for personal and professional growth.

Students will:

Knowledge Management and Information Technology

1. Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.
   a. Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).
   b. Verify compliance with security rules, regulations and codes (e.g., property, privacy, access, accuracy issues, client and patient record confidentiality) pertaining to technology specific to industry pathway.
   c. Use information technology tools to maintain, secure and monitor business records.
   d. Use an electronic database to access and create business and technical information.

Sales and Marketing

2. Apply pricing, place, promotion, packaging, positioning and public relations information to improve quality customer service.
   a. Monitor customer expectations and determine product/service satisfaction by using measurement tools. (e.g., surveys, questionnaires, focus groups)

Business Communications Management

3. Apply strategies and procedures to plan, create, implement, and evaluate internal and external company communications.
   a. Interpret research data into information for decision-making (e.g., interpret descriptive statistics, correlations), and translate findings into actionable business recommendations.
   b. Communicate research information to others (e.g., display data in charts or graphs, prepare presentations, prepare written reports).

Marketing Information Management

4. Apply the concepts, systems and tools needed to gather, synthesize, evaluate and disseminate marketing information for use in making business decisions that achieve organizational goals and objectives.
   a. Communicate marketing information to others that delivers relevant insights into issues, problems, questions, or opportunities.
   b. Track business information to stay abreast of trends and changes that could impact marketing (e.g., customer databases, partners' and competitors' activities, sales and operational data, environmental changes).
   c. Identify challenges associated with data relevance and usability in a globally connected, digital society (i.e., unstructured data).

Marketing Research

5. Apply qualitative and quantitative research methods, techniques and tools to gather, synthesize, evaluate and disseminate information about a specified problem, issue or opportunity for use in making business decisions that achieve organizational goals and objectives.
   a. Determine the need for and value of marketing research, describe its impact on business strategies and set research objectives.
   b. Evaluate the appropriateness of the marketing research design for the research problem, issue or opportunity.
   c. Determine who and how many respondents are needed for marketing research findings to adequately represent the population.
   d. Determine how to obtain needed marketing research data.
   e. Develop quantitative and qualitative data-collection instruments, and collect the data to answer research questions or resolve issues.
   f. Apply analytical tracking tools to manage and perform marketing research activities.
   g. Process marketing data to translate them into useful insights or knowledge (e.g., code research data, transcribe conversations, tabulate data, analyze narrative text).
   h. Interpret quantitative patterns and qualitative research findings by applying descriptive statistical methods, using software systems and evaluating trade-offs.

Marketing Operations

6. Apply operational policies to perform procedures and activities that ensure marketing's efficiency and effectiveness.
   a. Identify and evaluate marketing data needs.
   b. Cleanse existing marketing data to maintain relevancy.
   c. Determine sources of relevant, new marketing data, and evaluate options to purchase or sell marketing data.

Business Applications

7. Apply tools, processes and procedures to manage the efficient and effective use of technology to achieve organizational goals.
   a. Distinguish between primary and secondary data, and establish appropriate storage and usage parameters for both data types.
   b. Mine standard databases (e.g., accounting, customer, product, vendor, sales, operations, human resources, patient, supplier, procurement), apply analytical tools, and interpret the findings.

Data Research and Analysis

8. Apply structured approaches and tools to capture, analyze, and interpret data to assist in the achievement of organizational goals.
   a. Describe the nature of mining unstructured data (e.g., online discussion forums, social networks, call scripts).

Project Management

9. Plan, manage, monitor, and control projects to improve workflow, minimize costs, and achieve intended project outcomes using planning and project-management tools.
   a. Compare and contrast the role and responsibilities of project sponsors, project managers, and project team members.
   b. Explain the impact of expectation setting on project outcomes.
   c. Define project objectives, scope, outputs, and resource requirements (i.e., project charter and statement of work).
   d. Document, sequence, allocate, and schedule activities to facilitate on-time and on-budget completion of project by qualified resources.
   e. Manage project scope and activities as project progresses (e.g., identify scope changes, monitor critical path, update project activities).
   f. Manage project schedule, resources, costs, and quality as project progresses (e.g., review project completion status, identify potential delays, review costs, review drafts).
   g. Monitor and communicate project status, issues and changes to stakeholders.
   h. Manage the project team throughout the project to reduce conflict, minimize rework, and meet the project objectives (e.g., enforce ground rules, identify and provide training, facilitate cross-team communications, catalog and resolve issues, provide feedback).
   i. Close project (e.g., obtain buyer acceptance, finalize billing, archive documentation).
   j. Evaluate project results (e.g., compare project results to expectations, conduct surveys, review lessons learned), and recommend follow-up actions.

BIBLIOGRAPHY

Ohio Department of Education. (2014). Marketing career field course outlines. Retrieved January 23, 2015 from http://education.ohio.gov/Topics/Career-Tech/Marketing-Career-Field.