

CURRICULUM OVERVIEW

Careers in Marketing Research

Career and Technical Education Series



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Careers in Marketing Research Course Overview

Marketing research is the foundation of all marketing activities because it provides the data needed to make key strategic decisions about products, promotions, pricing, and other key organizational decisions. This course will provide information about the process of investigation and problem analysis by using research to produce key marketing statistics that are communicated to management and used throughout the organization. This course concludes with the execution, interpretation, and presentation of marketing research.

- **The World of Marketing Research:** Students will explore the role of market research and current trends. They will examine ways that companies and nonprofits can use marketing research and how the 4-step marketing research process works. It also covers various functions of marketing research as well as differences between basic and applied studies in terms of marketing research.
- **The Marketing Research Industry and Ethics:** This unit focuses on the marketing research industry and types of careers in the field. It also identifies the major marketing research firms and explores skills, experience and education requirements for research positions. Research ethics are also addressed.
- **Types of Marketing Research:** Ways to utilize surveys to inform business decisions kicks off this unit. Types of surveys are also covered as well as how to construct and word surveys. Differences between primary and secondary data and how technology is used in marketing research is also explored.
- **Marketing Research Basics:** This unit focuses on what measurement means and how measurement is used in terms of marketing research. Types of measurement scales and data examples are also explored as is how the data processing and analysis phase relates to the marketing research process.
- **Putting It All Together:** This unit focuses on formatting research reports, guidelines for presentations, decisions based on findings, and implementing decisions. It also touches on which organizations use marketing research to make decisions, and ways that research data can be used to make decisions on a continual basis.
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Unit 1: The World of Marketing Research	
Careers in Marketing Research	Assignments
	1. Course Overview
	2. Introduction to Market Research
	3. Project: Discovering Business Problems
	4. Market Research and the Organization
	5. Project: Pets and People's Attitudes Toward Them
	6. Trends in Marketing Research
	7. Quiz 1: Overview of Marketing Research
	8. Functions of Marketing Research
	9. Project: Utilizing the Functions of Marketing Research
	10. Marketing Research for Decision-making
	11. Project: Making Decisions Using Marketing Research
	12. Types of Marketing Research
	13. Quiz 2: Marketing Research and Decision-making
	14. Special Project*
	15. Test
	16. Course Project Part 1: Elements of Marketing Research*
	17. Glossary and Credits

Unit 2: The Marketing Research Industry and Ethics	
Careers in Marketing Research	Assignments
1.	Overview of the Marketing Research Industry
2.	Project: Making Decisions Using Marketing Research
3.	Key Firms in the Industry
4.	The Marketing Research Industry Structure
5.	Project: Understanding and Utilizing the Marketing Research Industry Structure
6.	Quiz 1: The Marketing Research Industry
7.	Marketing Research Ethics
8.	Project: Examining a Code of Marketing Research Standards
9.	Ensuring Ethical Standards in Each Phase of Research
10.	Project: Ethical Case Studies
11.	Participants' Rights and Responsibilities
12.	Quiz 2: Research Ethics
13.	Special Project*
14.	Test
15.	Course Project Part 2: Careers and Ethical Situations in Marketing Research*
16.	Glossary and Credits

Unit 3: Types of Marketing Research	
Careers in Marketing Research	Assignments
1.	Overview of Traditional Research Methods
2.	Using Surveys and Types of Surveys
3.	Project: Creating a Survey
4.	Secondary Data and its Role in Marketing Research
5.	Project: Utilizing Secondary Data
6.	Quiz 1: Traditional Survey Research and Secondary Data
7.	Technology and Marketing Research
8.	Project: Utilizing Technology in Marketing Research
9.	Reaching Participants Online
10.	Determining if Online Marketing Research is the Right Choice
11.	Project: Determining if Online Marketing Research is the Best Choice
12.	Quiz 2: Online Marketing Research
13.	Special Project*
14.	Test
15.	Course Project Part 3: Marketing Research Study Design*
16.	Glossary and Credits

Unit 4: Market Research Basics	
Careers in Marketing Research	Assignments
1.	Overview of Measurement and Labeling of Information
2.	Project: Measurement in Marketing Research
3.	Data Types and Marketing Research
4.	Project: Examples of Nominal, Ordinal, Interval, and Ratio Scales
5.	Data Examples and Their Uses
6.	Quiz 1: Concepts of Measurement
7.	Raw Data into Useful Information
8.	The Five Steps in the Data Processing/Analysis Phase
9.	Project: Careers in Data Processing and Analysis
10.	Tabulating the Data
11.	Project: Examples of One-Way Tabulation and Cross-Tabulation
12.	Quiz 2: Data Processing
13.	Special Project*
14.	Test
15.	Course Project Part 4: Data Processing and Analysis*
16.	Glossary and Credits

Unit 5: Putting It All Together	
Careers in Marketing Research	Assignments
1.	Communicating the Research Results
2.	Project: Marketing Research Report
3.	Decisions Based on the Findings
4.	Project: Examples of Conclusions and Recommendations/Decisions
5.	Implementing the Decisions
6.	Quiz 1: Communicating the Research Results
7.	Managing Marketing Research for the Long Term
8.	Project: Changes that Require New or Updated Decisions
9.	Evaluating Decisions and Updating Information through Marketing Research
10.	Continued Uses for Data
11.	Project: Continued Uses of Data
12.	Quiz 2: Managing Marketing Research
13.	Special Project*
14.	Test
15.	Course Project Part 5: Making a Marketing Research Presentation*
16.	Glossary and Credits

Unit 6: Course Project, Review, and Exam	
CMR	Assignments
	<div>1. Course Project Part 6: Marketing Research: A Comprehensive Overview *</div> <div>2. Review</div> <div>3. Exam</div>

(*) Indicates alternative assignment