**Course Description:**

Marketing Research explores how to conduct qualitative and quantitative marketing research using primary and secondary data. Learners will develop skills and knowledge to gather, synthesize, evaluate and disseminate marketing information for use in business decision-making or to address a specific marketing need. This course also includes learning outcomes in project management and data analysis.

**Strand 1. Business Operations/21st Century Skills**

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager and employee role to the leadership, planning, developing and analyzing of business enterprises related to the career field.

**Outcome 1.1 Employability Skills**

Develop career awareness and employability skills (e.g., face‐to‐face, online) needed for gaining and maintaining employment in diverse business settings.

**Competencies**

1.1.2 Identify the scope of career opportunities and the requirements for education, training, certification, licensure, and experience.

**Outcome 1.2 Leadership and Communications**

Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.

**Competencies**

1.2.1 Extract relevant, valid information from materials and cite sources of information.

1.2.2 Deliver formal and informal presentations.

1.2.5 Communicate information (e.g., directions, ideas, vision, workplace expectations) for an intended audience and purpose.

1.2.7 Use problem-solving and consensus-building techniques to draw conclusions and determine next steps.

1.2.9 Identify advantages and disadvantages involving digital and/or electronic communications (e.g., common content for large audience, control of tone, speed, cost, lack of non-verbal cues, potential for forwarding information, longevity).

1.2.10 Use interpersonal skills to provide group leadership, promote collaboration, and work in a team.

1.2.12 Use technical writing skills to complete forms and create reports.

1.2.13 Identify stakeholders and solicit their opinions.

**Outcome 1.4 Knowledge Management and Information Technology**

Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.

**Competencies**

1.4.2 Select and use software applications to locate, record, analyze and present information (e.g., word processing, electronic mail, spreadsheet, databases, presentation, Internet search engines).

1.4.5 Use information technology tools to maintain, secure and monitor business records.

1.4.6 Use an electronic database to access and create business and technical information.

**Outcome 1.8 Operations Management**

Plan, organize and monitor an organization or department to maximize contribution to organizational goals and objectives.

**Competencies**

1.8.7 Collect information and feedback to help assess the organization’s strategic planning and policymaking processes.

**Outcome 1.10 Sales and Marketing**

Manage pricing, place, promotion, packaging, positioning and public relations to improve quality customer service.

**Competencies**

1.10.5 Monitor customer expectations and determine product/service satisfaction by using measurement tools.

**Strand 3. Business Communications**

Learners communicate with internal and external stakeholders by applying relationship management techniques and business communication processes and strategies.

**Outcome 3.3 Business Communications Management**

Plan, create and evaluate internal and external business communications.

**Competencies**

3.3.3 Implement strategies to solicit and provide feedback.

3.3.9 Interpret research data into information for decision-making (e.g., interpret descriptive statistics, correlations), and translate findings into actionable business recommendations.

3.3.10 Communicate research information to using creative visual and interactive elements.

**Strand 5. Marketing**

Learners create, communicate and evaluate business offerings by applying marketing functions.

**Outcome 5.1 Marketing Fundamentals**

Identify principles of marketing and marketing functions.

**Competencies**

5.1.1 Identify marketing functions, their interrelatedness and the metrics used to measure their success.

5.1.3 Identify legal and ethical issues associated with marketing.

5.1.13 Describe the role and function of market planning.

**Outcome 5.3 Marketing Information Management**

Collect, analyze and distribute marketing information.

**Competencies**

5.3.1 Distinguish between market-driven and customer-driven information and explain the need for marketing information.

5.3.2 Determine the relevancy of information for marketing purposes.

5.3.3 Describe data and reports that are monitored for marketing decision-making.

5.3.4 Communicate marketing-information that delivers relevant insights into issues, problems, questions, or opportunities.

5.3.5 Analyze business information to monitor brands and changes that could impact marketing (e.g., customer databases, partners’ and competitors’ activities, sales and operational data, business environment including other industries).

5.3.6 Identify challenges associated with data relevance and usability

**Outcome 5.4 Marketing Research**

Apply qualitative and quantitative research methods to collect, analyze and distribute marketing data.

**Competencies**

5.4.1 Explain the role and function of marketing research.

5.4.2 Distinguish between primary and secondary data.

5.4.3 Explain marketing-research design considerations; identify the type of research appropriate and determine research objectives.

5.4.4 Evaluate the alignment of a marketing-research design a research problem, issue or opportunity.

5.4.5 Determine the sample needed for marketing research findings to adequately represent the population.

5.4.6 Describe quantitative and qualitative marketing research data-collection methods.

5.4.7 Develop quantitative and qualitative data-collection instruments and collect data.

5.4.8 Apply analytical tracking tools to manage and perform marketing research activities.

5.4.9 Identify and apply techniques used to analyze marketing research data.

5.4.10 Synthesize marketing research data for dissemination (e.g., code research data, transcribe conversations, tabulate data, analyze narrative text).

5.4.11 Assess marketing research briefs to determine comprehensiveness and clarity.

5.4.12 Use descriptive statistical methods to analyze marketing research data (e.g., distribution, central tendency, variability).

5.4.17 Identify and evaluate marketing data needs.

5.4.18 Identify sources of relevant, new marketing data.

5.4.19 Describe reasons for purchasing and selling marketing data.

**Outcome 5.5 Market Planning**

Identify, select and evaluate marketing strategies to reach targeted audiences.

**Competencies**

5.5.2 Explain the considerations used to develop and implement marketing strategies.

5.5.3 Describe the concepts of market and market identification.

5.5.4 Identify market segments and select target market(s).

5.5.5 Profile target customer to determine market needs and customer demand for products and services.

5.5.6 Explain the role of situation analysis in the marketing planning process.

5.5.7 Conduct a market analysis (e.g., market size, area, potential).

5.5.8 Conduct a competitive analysis.

**Outcome 5.10 Product and Service Development**

Develop new products and services for commercialization.

**Competencies**

5.10.5 Describe how to identify and solicit the involvement of other business functions and resources to test and evaluate product ideas against existing portfolios and strategies.

5.10.7 Evaluate and apply product-development system to speed commercialization time while meeting other business objectives (e.g., stage-gate, synapse, agile).

**Strand 6. Business Management**

Learners identify and apply policies, processes and strategies for effective management of information, projects, strategy and talent.

**Outcome 6.2 Strategic Planning**

Apply strategic planning processes.

**Competencies**

6.2.3 Conduct an analysis of the business' strengths, weaknesses, opportunities and threats (i.e., SWOT analysis) to support development of the business plan.

6.2.16 Determine alternative actions to take when goals are not being met (e.g., modify strategies and tactics, increase allocated resources, revise goals, identify exit options).

**Outcome 6.4 Project Management**

Plan, manage and evaluate projects.

**Competencies**

6.4.2 Explain the impact of expectation setting on project outcomes.

6.4.3 Define project objectives, scope, outputs, and resource requirements (i.e., project charter and statement of work).

6.4.4 Document, sequence, allocate, and schedule activities to facilitate on-time and on-budget completion of project by qualified resources.

6.4.5 Monitor changes to project scope and critical path and make adjustments to project activities.

6.4.6 Manage project schedule, monitor completion status, identify potential delays and review costs.

6.4.7 Communicate project completion status and potential delays to stakeholders.

6.4.8 Manage the project team to reduce conflict and meet project objectives (e.g., establish group norms, identify and provide training opportunities, facilitate cross-team communication, catalog and resolve issues, provide feedback).

6.4.9 Complete project closing activities (e.g., obtain buyer acceptance, finalize billing, archive documentation).

6.4.10 Evaluate project results (e.g., compare project results to expectations, conduct surveys, review lessons learned), and recommend follow-up actions.

**Strand 7. Operations Management**

Learners identify and apply policies, processes and strategies for business operations.

**Outcome 7.4 Quality Management**

Identify, administer and evaluate quality control policies, processes and strategies.

**Competencies**

7.4.2 Explain the role and function of quality management (benchmarking, continuous improvement, and Six Sigma, Lean) and identify quality controls (checklist, Pareto charts, histograms).

7.4.8 Describe validation and qualification methods used in new or revised products, processes, and services (e.g., alpha and beta testing, first-article, customer satisfaction surveys).

**Strand 8. Data and Process Management**

Learners apply principles of business process management to collect, analyze and distribute data and maintain business knowledge and information systems.

**Outcome 8.2 Data Research and Analysis**

Collect, analyze and distribute data.

**Competencies**

8.2.1 Create databases to capture and manipulate structured data for problem-solving and business needs (e.g., reporting, compliance).

8.2.2 Distinguish among normal and abnormal variations, causality and correlation in patterns.

8.2.3 Explain factors used to select appropriate data analysis techniques (e.g., if-then rule, similarity driven model, equation models, linear or non-linear regression).

8.2.4 Identify challenges associated with data analysis, implications on problem solving and potential solutions (e.g., if-then rule, missing data, microdata).

8.2.6 Describe how to mine unstructured data (e.g., online discussion forums, social networks, call scripts).

8.2.7 Evaluate data structures using data tables and field mapping.

8.2.8 Develop specifications that produce accurate and properly reported data.

8.2.9 Use statistical methods and software systems to aid in data interpretation.

8.2.10 Preserve, convert or migrate existing data files; and analyze data using computer programs and scripts.

8.2.11 Explain how data mining (analytics) is integrated into business operations (e.g., issue identification, network analytics, web analytics, fraud analytics, customer analytics, risk analytics, web analytics).

**Outcome 8.4 Business Applications**

Plan, create and evaluate technology applications.

**Competencies**

8.4.1 Identify appropriate storage and usage parameters for primary and secondary data.

8.4.2 Mine standard databases (e.g., accounting, customer, product, vendor, sales, operations, human resources, patient, supplier, procurement), apply analytical tools, and interpret the findings.

8.4.3 Implement collaborative or groupware and cloud computing applications to facilitate business operations.