



# monarch

Curriculum Catalog

Career and Technical Education Series

Careers in Marketing Research

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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.

### Objectives

- Plan, organize, and manage day-to-day marketing research activities.
- Design and conduct research activities to facilitate marketing business decisions.
- Use information systems and tools to make marketing research decisions.
- Describe the impact of economics, economics systems and entrepreneurship on marketing.
- Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
- Plan, monitor, manage, and maintain the use of financial resources for marketing activities.
- Plan, monitor, and manage the day-to-day activities required for continued marketing business operations.
- Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
- Select, monitor, and manage sales and distribution channels.
- Determine and adjust prices to maximize return while maintaining customer perception of value.
- Obtain, develop, maintain, and improve a product or service mix in response to market opportunities.
- Communicate information about products, services, images, and/or ideas to achieve a desired outcome.
- Use marketing strategies and processes to determine and meet client needs and wants.

Unit 1: The World of Marketing Research	
Careers in Marketing Research	<b>Assignments</b>
	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	<b>Assignments</b>
	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	<b>Assignments</b>
	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	<b>Assignments</b>
	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	<b>Assignments</b>
	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	<b>Assignments</b>
	1. Course Project Part 6: Marketing Research: A Comprehensive Overview *
	2. Review
	3. Exam

(\*) Indicates alternative assignment