Colorado CTE

Marketing Research (2015): Grades 9, 10, 11, 12, Higher Education

Adopted 2015

Information Management: Utilize tools, strategies, and systems to access, process, maintain, evaluate, and disseminate information to assist business decision-making. MKMR.01

01. **Utilize information technology tools to manage and perform marketing research responsibilities.** MKMR.01.01
    a. Assess the impact of technology on marketing research. MKMR.01.01.A
    b. Determine types of technology needed by company/agency. MKMR.01.01.B

Operations: Employ the processes and systems implemented to monitor, plan, and control day-to-day marketing research activities in order to contribute to continued business/unit functioning. MKMR.02

01. **Implement security precautions to protect marketing research.** MKMR.02.01
    a. Explain security considerations in the marketing research. MKMR.02.01.A
    b. Maintain data security. MKMR.02.01.B
    c. Develop strategies to protect digital data. MKMR.02.01.C
02. **Implement purchasing activities to obtain business supplies, equipment, and resources.** MKMR.02.02
    a. Purchase information services. MKMR.02.02.A

Professional Development: Utilize concepts, tools, and strategies to explore, obtain, and develop a marketing research career. MKMR.03

01. **Acquire information about the marketing research industry to aid in making career choices.** MKMR.03.01
    a. Identify career opportunities in marketing research. MKMR.03.01.A
    b. Explain the role and responsibilities of marketing researchers. MKMR.03.01.B
02. **Utilize career-advancement activities to enhance professional development in marketing research.** MKMR.03.02
    a. Determine professional certification requirements in marketing research. MKMR.03.02.A
    b. Assess the services of professional organizations in marketing research. MKMR.03.02.B

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Strategic Management: Use tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/marketing research department. MKMR.04

01. **Utilize planning tools to guide organization's/marketing research department's activities.** MKMR.04.01
    a. Provide input into strategic planning. MKMR.04.01.A

Marketing Information: Utilize concepts, systems, and tools for gathering, accessing, synthesizing, evaluating, and disseminating information to facilitate business decisions. MKMR.05

01. **Assess marketing information needs to develop a marketing information management system.** MKMR.05.01
    a. Assess marketing information needs. MKMR.05.01.A
    b. Identify issues and trends in marketing research. MKMR.05.01.B
    c. Develop marketing information management system. MKMR.05.01.C

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02. **Design quantitative marketing research activities to ensure accuracy, appropriateness, and adequacy of data collection efforts.** MKMR.05.02
    a. Explain the nature of actionable research. MKMR.05.02.A
    b. Compare business objectives with the expected use of the marketing research outcomes. MKMR.05.02.B
    c. Select appropriate research techniques. MKMR.05.02.C
    d. Identify the marketing research problem/issue. MKMR.05.02.D
    e. Determine research approaches (e.g., observation, survey, experiment) appropriate to the research problem. MKMR.05.02.E
    f. Select data collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners). MKMR.05.02.F
    g. Evaluate the relationship between the research purpose and the marketing research objectives. MKMR.05.02.G
    h. Estimate the value of research information. MKMR.05.02.H
    i. Develop sampling plans (i.e., who, how many, how chosen). MKMR.05.02.I
    j. Prepare research briefs and proposals. MKMR.05.02.J
    k. Control sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample design). MKMR.05.02.K
    l. Develop rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.). MKMR.05.02.L
    m. Prepare diaries (e.g., product, media-use, contact). MKMR.05.02.M
    n. Create simple questionnaires (e.g., types of questions, question wording, routing, sequencing, length, layout). MKMR.05.02.N

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03. **Design qualitative marketing research study to ensure appropriateness of data-collection efforts.** MKMR.05.03

- a. Design qualitative research study. MKMR.05.03.A
- b. Develop discussion guide for a qualitative marketing research study. MKMR.05.03.B
- c. Develop screener for a qualitative marketing research study. MKMR.05.03.C
- d. Determine sample for qualitative marketing research study. MKMR.05.03.D

04. **Collect secondary marketing data to ensure accuracy and adequacy of information for decision-making.** MKMR.05.04

- a. Obtain information from customer databases. MKMR.05.04.A
- b. Obtain marketing information from online sources (e.g., search engines, online databases, blogs, list serves, etc.). MKMR.05.04.B
- c. Data mine web log for marketing information. MKMR.05.04.C
- d. Track environmental changes that impact marketing (e.g., technological changes, consumer trends, economic changes, regulatory changes, etc.). MKMR.05.04.D
- e. Monitor sales data (by volume, product, territory, channel, time period, etc.). MKMR.05.04.E
- f. Identify transactional data through electronic means (e.g., bar coding, optical scanners, automatic replenishment systems, electronic data interchange [EDI], and reader-sorters). MKMR.05.04.F
- g. Measure market size and composition. MKMR.05.04.G

05. **Implement primary marketing research strategy to test hypothesis and/or to resolve issues.** MKMR.05.05

- a. Administer questionnaires. MKMR.05.05.A
- b. Conduct telephone interviews. MKMR.05.05.B
- c. Employ techniques to assess ongoing behavior (e.g., business records; manual record sheets; electronic recording devices for telephone, personal, and computer interviewing; smart cards; audio-visual equipment). MKMR.05.05.C
- d. Conduct in-depth interviews. MKMR.05.05.D
- e. Conduct focus groups. MKMR.05.05.E
- f. Conduct continuous panel research. MKMR.05.05.F
- g. Conduct test markets. MKMR.05.05.G
- h. Conduct experiments (e.g., lab and field experiments.). MKMR.05.05.H

06. **Process data to translate marketing information into useful insights/knowledge.** MKMR.05.06

- a. Edit research data. MKMR.05.06.A
- b. Group and score research data. MKMR.05.06.B

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c. Conduct error detection/edit routines. MKMR.05.06.C

d. Tabulate data. MKMR.05.06.D

e. Create data matrix. MKMR.05.06.E

f. Select and use appropriate data support systems. MKMR.05.06.F

g. Analyze narrative text (e.g., sorting, classifying/categorizing, identifying patterns, interpreting, selecting mechanical analysis approaches). MKMR.05.06.G

h. Interpret research data into information for decision-making. MKMR.05.06.H

07. **Apply statistical methods and software systems to aid in data interpretation.** MKMR.05.07

a. Test for significant differences. MKMR.05.07.A

b. Test for relationships. MKMR.05.07.B

c. Test for associations. MKMR.05.07.C

d. Use statistical inferences to make estimates or to test hypotheses. MKMR.05.07.D

e. Identify types of modeling techniques. MKMR.05.07.E

f. Apply mathematical modeling techniques. MKMR.05.07.F

08. **Report findings to communicate research information to others.** MKMR.05.08

a. Set confidence levels. MKMR.05.08.A

b. Test for significant differences. MKMR.05.08.B

c. Test for relationships. MKMR.05.08.C

d. Test for associations. MKMR.05.08.D

e. Use statistical inferences to make estimates or to test hypotheses. MKMR.05.08.E

f. Identify types of modeling techniques. MKMR.05.08.F

g. Apply mathematical modeling techniques. MKMR.05.08.G

h. Use statistical software systems (e.g., SPSS, Excel, Access, etc.). MKMR.05.08.H

09. **Interpret research data into information for decision-making.** MKMR.05.09

a. Interpret descriptive statistics for marketing decision-making. MKMR.05.09.A

b. Interpret correlation. MKMR.05.09.B

10. **Manage marketing information to facilitate pricing strategies that maximize return and meet customers' perceptions of value.** MKMR.05.10

a. Determine price sensitivity. MKMR.05.10.A

11. **Manage marketing information to predict/analyze consumer behavior.** MKMR.05.11

a. Predict demand patterns. MKMR.05.11.A

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b. Conduct demand analysis. MKMR.05.11.B

c. Evaluate product usage. MKMR.05.11.C

d. Analyze purchasing behavior. MKMR.05.11.D

12. **Manage marketing information to facilitate product/service management decisions.** MKMR.05.12

a. Conduct product analysis. MKMR.05.12.A

b. Conduct customer satisfaction studies. MKMR.05.12.B

c. Conduct service quality studies. MKMR.05.12.C

d. Identify new product opportunities. MKMR.05.12.D

e. Test product concepts. MKMR.05.12.E

f. Design and conduct product tests. MKMR.05.12.F

g. Determine attitudes towards products and brands. MKMR.05.12.G

h. Provide information to launch new products. MKMR.05.12.H

i. Estimate repeat purchase rate. MKMR.05.12.I

j. Estimate purchase cycle. MKMR.05.12.J

k. Predict brand share. MKMR.05.12.K

l. Estimate market share. MKMR.05.12.L

m. Prepare trend analyses. MKMR.05.12.M

n. Monitor inventory data. MKMR.05.12.N

o. Track cost data. MKMR.05.12.O

p. Collect product quality data. MKMR.05.12.P

q. Conduct segmentation studies to understand how to segment products. MKMR.05.12.Q

r. Track brand health. MKMR.05.12.R

13. **Manage marketing information to facilitate promotional activities.** MKMR.05.13

a. Pre-test promotional campaign (e.g., advertising, direct marketing, etc.). MKMR.05.13.A

b. Conduct advertising tracking studies. MKMR.05.13.B

c. Measure media audience. MKMR.05.13.C

d. Measure response rates. MKMR.05.13.D

14. **Assess quality of marketing research activities to determine needed improvements.** MKMR.05.14

a. Evaluate quality of marketing research studies (e.g., timeliness, speed, sampling, validity/reliability, bias, etc.). MKMR.05.14.A

b. Assess satisfaction with contracted research firms. MKMR.05.14.B

c. Measure the impact of marketing research. MKMR.05.14.C

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d. Suggest improvements to marketing research activities. MKMR.05.14.D

15. **Compare marketing research proposals to select agency providing the most value.** MKMR.05.15

a. Evaluate proposed research methodology. MKMR.05.15.A