Georgia CTAE

Marketing Research (8.48)(2021)

Adopted 2021

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MKT-MR-1. Students will analyze the impact of marketing research in business and industry. MKT-MR-1

a. Define marketing research. MKT-MR-1.A

b. Explain the marketing information system concept. MKT-MR-1.B

c. Describe the role and importance of marketing research as a marketing and management decision-making tool. MKT-MR-1.C

d. Explain marketing research as a means for implementing the marketing concept and for developing and implementing a marketing strategy. MKT-MR-1.D

e. Assess when marketing research is needed and when it should not be conducted. MKT-MR-1.E

f. Compare and contrast basic and applied marketing research. MKT-MR-1.F

g. Distinguish among the various categories of marketing research activities. MKT-MR-1.G

MKT-MR-2. Students will differentiate between primary and secondary research. MKT-MR-2

a. Differentiate between primary and secondary data. MKT-MR-2.A

b. Identify the general examples of exploratory research. MKT-MR-2.B

c. Discuss the advantages and disadvantages of primary data (i.e., credibility, availability, cost in dollars, cost in terms of time). MKT-MR-2.C

d. Discuss the advantages and disadvantages of secondary data (i.e., availability, relevance, accuracy, and sufficiency). MKT-MR-2.D

e. Discuss various internal and external sources of secondary data. MKT-MR-2.E

f. Search and retrieve data from database sources with computers and Internet technology. MKT-MR-2.F

MKT-MR-3. Students will categorize stages in the marketing research process. MKT-MR-3

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a. Explain that explicit problem definition is essential for effective marketing research. MKT-MR-3.A

b. Diagram the steps in the marketing research process. MKT-MR-3.B

c. Implement the marketing research process. MKT-MR-3.C

MKT-MR-4. Students will identify demographic information in order to define a target market. MKT-MR-4

a. Define demographics. MKT-MR-4.A

b. Discuss the difference between psychographics and demographics. MKT-MR-4.B

c. Discuss the importance of segmentation of demographics. MKT-MR-4.C

d. Identify and interpret sources of demographic data. (i.e., U.S. Census Bureau, DOL, etc.). MKT-MR-4.D

e. Develop a customer profile. MKT-MR-4.E

f. Distinguish between market and target market. MKT-MR-4.F

MKT-MR-5. Students will construct sampling designs in the marketing research process. MKT-MR-5

a. Identify the issues concerning the identification of the target population and the selection of the sampling frame. MKT-MR-5.A

b. Explain the concept of census versus sample, including types of sampling situations. MKT-MR-5.B

c. Identify methods for determining sample size and explain the concept of sample distribution. MKT-MR-5.C

d. Distinguish between random sampling and systematic (non-sampling) errors. MKT-MR-5.D

e. Discuss the advantages and disadvantages of the various types of probability and non-probability samples. MKT-MR-5.E

f. Identify how to choose an appropriate sample design. MKT-MR-5.F

MKT-MR-6. Students will organize and sort data to create a visual representation of information. MKT-MR-6

a. Utilize a computer software spreadsheet or SPSS designed for descriptive analysis. MKT-MR-6.A

b. Interpret the findings from basic data analysis. MKT-MR-6.B

MKT-MR-7. Students will identify elements of survey techniques in order to Create primary research instruments. MKT-MR-7

a. Outline the steps of questionnaire design including preliminary decisions and the five considerations regarding questionnaire content. MKT-MR-7.A

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b. Identify the five general issues in question phrasing, types of response formats, and strategies for sequencing questions. MKT-MR-7.B

c. Explain the process of designing data collection strategies. MKT-MR-7.C

d. Identify the differences among ranking, rating, sorting, and making choices to measure attitudes and preferences. MKT-MR-7.D

e. Evaluate and discuss Likert scales, semantic differentials, and other types of attitude scales. MKT-MR-7.E

f. Recognize that decisions about data collection methods and measurement scales influence the format and layout of questionnaires. MKT-MR-7.F

MKT-MR-8. Students will plan research design and implement data collection. MKT-MR-8

a. Make data usable by organizing and summarizing data into frequency distributions, proportions, and measurements of central tendency. MKT-MR-8.A

b. Describe data collection systems, decision support systems, and the system components of a marketing information system. MKT-MR-8.B

c. Classify marketing research as exploratory research, descriptive research, or causal research. MKT-MR-8.C

d. Identify and select an appropriate survey research design. MKT-MR-8.D

e. Distinguish between scientific observation and casual observation. MKT-MR-8.E

f. Define experimentation and discuss the requirements necessary for making a true experiment. MKT-MR-8.F

g. Identify the types of laboratory experiments and their applications. MKT-MR-8.G

h. Distinguish between internal and external validity. MKT-MR-8.H

i. Distinguish between standard test marketing method, controlled-store and mini-market tests, electronic test markets, and simulated test markets. MKT-MR-8.I

j. Plan and conduct experiments that include the identification of research objectives, research design and collection methods, treatments, control groups, experimental units, random assignments and replication as well as the identification of possible sources of bias and placebo effects. MKT-MR-8.J

MKT-MR-9. Students will evaluate organizational and ethical issues of the Marketing research process. MKT-MR-9

a. Recognize the degree of marketing research sophistication in various organizations. MKT-MR-9.A

b. Discuss the organizational structure of marketing research in various organizations. MKT-MR-9.B

c. Explain why ethical questions are philosophical questions. MKT-MR-9.C

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d. Define societal norms. MKT-MR-9.D

e. Describe the three parties involved in most research situations and determine how the interactions among them may identify a series of ethical questions. MKT-MR-9.E

f. Identify the rights and obligations of the respondent, the researcher, and the client sponsor. MKT-MR-9.F

g. Take each of the three parties' perspectives and identify selected issues (i.e., deception, privacy, and advocacy research). MKT-MR-9.G

h. Discuss the role of codes of ethics in marketing research. MKT-MR-9.H

MKT-MR-10. Students will identify potential career opportunities in marketing research and appropriate career path credentials. MKT-MR-10

a. Identify appropriate individual career titles and career paths within marketing research. MKT-MR-10.A

b. Determine the skill requirements and educational qualifications to enter a selected marketing research. MKT-MR-10.B

c. Create a career plan to obtain the skills and educational qualifications to enter a selected marketing research career. MKT-MR-10.C