# Marketing Research Course No. 12196 Credit: 1.0

|  |  |  |  |
| --- | --- | --- | --- |
| **Student name:**  |  | **Graduation Date:** |  |

Pathways and CIP Codes:Marketing (52.1402)

Course Description: **Application Supportive Level:** Marketing Research will focus on how to: (1) specify information needs and design a research study to meet those needs; (2) collect, analyze and use marketing research data to make effective marketing decisions; (3) communicate the research findings and their implications to various publics.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Click or tap here to enter text.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Utilize information-technology tools to manage and perform work responsibilities. |  |
| 1.2 | Assess the impact of technology on marketing research. |  |
| 1.3 | Determine types of technology needed by company/agency. |  |
| 1.4 | Understands concepts-tools-and strategies used to explore-obtain-and develop in a business career. |  |
| 1.5 | Acquire information about the marketing research industry to aid in making career choices. |  |
| 1.6 | Identify career opportunities in marketing research. |  |
| 1.7 | Explain the role and responsibilities of marketing researchers. |  |
| 1.8 | Utilize career-advancement activities to enhance professional development in marketing research. |  |
| 1.9 | Utilize planning tools to guide organizations/ department's activities. |  |
| 1.10 | Provide input into strategic planning. |  |
| 1.11 | Explain the need for cross-functional teams. |  |
| 1.12 | Assess marketing-information needs to develop a marketing information management system. |  |
| 1.13 | Identify sources to obtain demographic data |  |
| 1.14 | Design quantitative marketing-research activities to ensure accuracy-appropriateness-and adequacy of data-collection efforts. |  |
| 1.15 | Select appropriate research techniques. |  |
| 1.16 | Identify the marketing-research problem/ issue. |  |
| 1.17 | Explain the nature of action research. |  |
| 1.18 | Determine research approaches. |  |
| 1.19 | Select data-collection methods. |  |
| 1.20 | Evaluate the relationship between the research purpose and the marketing research objectives. |  |
| 1.21 | Estimate the value of research information. |  |
| 1.22 | Develop sampling plans. |  |
| 1.23 | Prepare research briefs and proposals. |  |
| 1.24 | Control sources or error and bias. |  |
| 1.25 | Develop rating scales. |  |
| 1.26 | Prepare diaries. |  |
| 1.27 | Create simple questionaires. |  |
| 1.28 | Design qualitative research study. |  |
| 1.29 | Develop screener for qualitative marketing- research study. |  |
| 1.30 | Obtain information from customer databases. |  |
| 1.31 | Obtain information from on-line sources. |  |
| 1.32 | Data mine web log for marketing information. |  |
| 1.33 | Track environmental changes that impact marketing. |  |
| 1.34 | Monitor sales data. |  |
| 1.35 | Measure market size and composition. |  |
| 1.36 | Administer questionaires. |  |
| 1.37 | Employ techniques to assess ongoing behavior. |  |
| 1.38 | Conduct in-depth interviews. |  |
| 1.39 | Conduct focus groups. |  |
| 1.40 | Conduct continuous panel research. |  |
| 1.41 | Conduct test markets. |  |
| 1.42 | Conduct experiments. |  |
| 1.43 | Edit research data. |  |
| 1.44 | Group and score research data. |  |
| 1.45 | Conduct error research data. |  |
| 1.46 | Tabulate data. |  |
| 1.47 | Create data matrix. |  |
| 1.48 | Select and use appropriate data support systems. |  |
| 1.49 | Create and Analyze narrative text. |  |
| 1.50 | Interpret research data into information for decision making. |  |
| 1.51 | Use statistical software systems. |  |
| 1.52 | Interpret descriptive statistics for marketing decision making. |  |
| 1.53 | Interpret correlations. |  |
| 1.54 | Write executive summary of research report. |  |
| 1.55 | Prepare and use presentation software to support reports. |  |
| 1.56 | Present findings orally. |  |
| 1.57 | Prepare written reports for decision-making. |  |
| 1.58 | Post marketing results electronically. |  |
| 1.59 | Determine price sensitivity. |  |
| 1.60 | Predict demand patterns. |  |
| 1.61 | Conduct demand analysis. |  |
| 1.62 | Display data in charts/graphs or in tables. |  |
| 1.63 | Evaluate product usage. |  |
| 1.64 | Analyze purchasing behavior. |  |
| 1.65 | Manage marketing information to facilitate product/service management decisions. |  |
| 1.66 | Conduct product analysis. |  |
| 1.67 | Conduct customer-satisfaction studies. |  |
| 1.68 | Conduct service-quality studies. |  |
| 1.68 | Identify new-product opportunities. |  |
| 1.70 | Test product concepts. |  |
| 1.71 | Design and conduct product tests. |  |
| 1.72 | Determine attitudes towards products and brands. |  |
| 1.73 | Provide information to launch new products. |  |
| 1.74 | Estimate repeat purchase rate. |  |
| 1.75 | Estimate purchase cycle. |  |
| 1.76 | Understand brand equity. |  |
| 1.77 | Estimate market share. |  |
| 1.78 | Prepare trend analysis. |  |
| 1.79 | Monitor inventory data. |  |
| 1.80 | Track cost data. |  |
| 1.81 | Collect product quality data. |  |
| 1.82 | Conduct segmentation studies to understand how to segment products. |  |
| 1.83 | Track brand health. |  |
| 1.84 | Evaluate quality of marketing research studies. |  |
| 1.85 | Measure the impact of marketing research. |  |
| 1.86 | Suggest improvements to marketing-research activities. |  |
| 1.87 | Research and apply demographics, |  |
| 1.88 | psychographics, and geographics in developing a comprehensive marketing research plan. |  |
| 1.89 | Develop and track consumer trends and buying habits. |  |
| 1.90 | Develop a consumer profile using demographic, psychographic, and geographic data. |  |
| 1.91 | Understand impact on social and virtual marketing on research process. |  |
| 1.92 | Predict and understand consumer buying trends. |  |
| 1.93 | Develop a comprehensive marketing plan. |  |
| 1.94 | Present research project based upon client needs. |  |
| 1.95 | Demonstrate application of marketing technical skills. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

(785) 296-4908

pathwayshelpdesk@ksde.org



900 S.W. Jackson Street, Suite 102

Topeka, Kansas 66612-1212

[https://www.ksde.org](https://www.ksde.org/)

The Kansas State Department of Education does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities and provides equal access to any group officially affiliated with the Boy Scouts of America and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: KSDE General Counsel, Office of General Counsel, KSDE, Landon State Office Building, 900 S.W. Jackson, Suite 102, Topeka, KS 66612, (785) 296-3201.