

MARKETING ANALYTICS

COURSE CODE: 5423

COURSE DESCRIPTION: Students in Marketing Research will study the buying behaviors of consumers in a global marketplace. Through this course, students explore how businesses use marketing research as a management tool to understand and influence consumer decision making. The course will emphasize decision making, based on results obtained through research and analysis, which make businesses profitable. Topics covered will consist of trends, sampling, surveys, demographics, and data analysis.

OBJECTIVE: Given the necessary equipment, supplies, and appropriate software, the student will be prepared to successfully complete the following standards.

COURSE CREDIT: 1 Carnegie unit

RECOMMENDED GRADE LEVELS: 11–12

PREREQUISITE: Marketing

RECOMMENDED TECHNOLOGY: One laptop/computer per student

A. SAFETY

Effective professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Review school safety policies and procedures.
2. Review classroom safety rules and procedures.
3. Review safety procedures for using equipment in the classroom.
4. Identify major causes of work-related accidents in office environments.
5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

Effective professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTSO.
4. List leadership opportunities that are available to students through participation in

CTSO conferences, competitions, community service, philanthropy, and other activities.

5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

Effective professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; cyberbullying; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, Creative Commons, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.
6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate punctuality.
2. Demonstrate self-representation.
3. Demonstrate work ethic.
4. Demonstrate respect.
5. Demonstrate time management.
6. Demonstrate integrity.
7. Demonstrate leadership.
8. Demonstrate teamwork and collaboration.
9. Demonstrate conflict resolution.
10. Demonstrate perseverance.
11. Demonstrate commitment.
12. Demonstrate a healthy view of competition.
13. Demonstrate a global perspective.

14. Demonstrate health and fitness.
15. Demonstrate self-direction.
16. Demonstrate lifelong learning.

E. PROFESSIONAL KNOWLEDGE

Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate effective speaking and listening skills.
2. Demonstrate effective reading and writing skills.
3. Demonstrate mathematical reasoning.
4. Demonstrate job-specific mathematics skills.
5. Demonstrate critical-thinking and problem-solving skills.
6. Demonstrate creativity and resourcefulness.
7. Demonstrate an understanding of business ethics.
8. Demonstrate confidentiality.
9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
10. Demonstrate diversity awareness.
11. Demonstrate job acquisition and advancement skills.
12. Demonstrate task management skills.
13. Demonstrate customer-service skills.

F. PRINCIPLES OF MARKET RESEARCH

Effective marketing professionals demonstrate knowledge of marketing research principles. The following accountability criteria are considered essential for students in the Marketing program of study.

1. Define market research.
2. Describe the role and importance of marketing research as a marketing and management decision-making tool.
3. Explain marketing research as a means for developing and implementing marketing strategies.
4. Explain how marketing research delivers value and strengthen relationships to consumers.
5. Identify various examples of how market research impacts current products in the marketplace.
6. Explain the relationship between market research and management decision-making.

G. MARKETING RESEARCH PROCESS

Effective marketing professionals demonstrate proficiency in the marketing research process. The following accountability criteria are considered essential for students in the Marketing program of study.

1. Analyze current business problems and challenges that influence objectives during the marketing research process.
2. Analyze the six steps of the marketing research process.
 - a. Define problem and objective.
 - b. Determine research design.
 - c. Design and prepare research instrument.
 - d. Sample and collect data.
 - e. Analyze data.
 - f. Communicate results.

H. RESEARCH DESIGN

Effective marketing professionals demonstrate proficiency in marketing research design. The following accountability criteria are considered essential for students in the Marketing program of study.

1. Define research design.
2. Describe the role of primary and secondary research and differences between them.
3. Explain differences among primary research approaches in meeting research objectives.
4. Identify typical sources and application of secondary research.
5. Explain the types of business questions addressed with qualitative and quantitative methods.
6. Identify and distinguish between the three basic research designs: exploratory, descriptive, and causal.
 - a. Exploratory – Describe other exploratory methods beyond focus groups.
 - b. Descriptive – Define cross-sectional and longitudinal designs and identify advantages for using one design over the other.
 - c. Causal – Identify and explain the major sources of errors in interpretation of research results.
7. Create proposals that clearly articulate the business need/context for the research, research approach, costs, and timelines.

I. PRIMARY AND SECONDARY DATA

Effective marketing professionals demonstrate proficiency in the analysis of primary and secondary data. The following accountability criteria are considered essential for students in the Marketing program of study.

1. Differentiate between primary and secondary data elements.
2. Identify the advantages and disadvantages of primary data (e.g., credibility, availability, cost in dollars, and cost in terms of time).
3. Identify the advantages and disadvantages of secondary data (e.g., availability, relevance, accuracy, sufficiency).
4. Identify various internal and external sources of primary and secondary data.

J. IDENTIFYING DEMOGRAPHIC INFORMATION

Effective marketing professionals demonstrate proficiency in the analysis of demographic information. The following accountability criteria are considered essential for students in the Marketing program of study.

1. Define demographics, psychographics, market segmentation, and target market.
2. Discuss the difference between psychographic-based research and demographic-based research.
3. Identify and interpret sources of demographic data (e.g., U.S. Census Bureau, Department of Labor).
4. Develop customer profiles based on identified target markets.

K. CONSTRUCTING SAMPLE DESIGNS

Effective marketing professionals demonstrate proficiency in constructing sample designs. The following accountability criteria are considered essential for students in the Marketing program of study.

1. Diagram the five steps in the sampling process.
 - a. Target Market
 - i. Define the target population.
 - b. Sampling Frame:
 - i. Identify different sources for samples and when to use each source.
 - c. Sampling Method
 - i. Explain the differences between probability and non-probability samples, the benefits and drawbacks of each, and when each might be used.
 - d. Sample Size:
 - i. Determine the appropriate sample size and explain the concept of sample distribution.
 - ii. Explain the effect of incidence and completion rate on initial sample size.
 - e. Sampling Processes:
 - i. Explain the impact of non-responses on sample adequacy and methods to adjust for them.
 - ii. Describe the processes for improving response rates.
2. Construct an appropriate sample design for an identified target market demonstrating the five steps in the sampling process.

L. SURVEY TECHNIQUES AND RESEARCH INSTRUMENTS

Effective marketing professionals demonstrate knowledge and usage of survey techniques and research instruments. The following accountability criteria are considered essential for students in the Marketing program of study.

1. Describe different data collection methods and the best circumstances for using each type.

2. Determine content and identify various types of question phrasing that should be used in the survey (i.e., define the objective, include ordinary words, avoid ambiguous words, leading questions, and the use of biased statements).
3. Identify response formats and strategies for sequencing questions.
4. Identify the differences among ranking, rating, sorting, and making choices to measure attitudes and preferences.
5. Evaluate and discuss Likert scales, semantic differentials, and other types of attitude scales.
6. Recognize that decisions about data collection methods and measurement scales influence the format and layout of questionnaires.
7. List the pros and cons of using surveys to obtain market information.
8. Describe different observational methods and research instruments other than surveys and when to use them.
9. Create and distribute a survey for an identified target market.
10. Participate in an observational evaluation of branded versus generic products.

M. DATA ANALYSIS

Effective marketing professionals demonstrate proficiency in analyzing data and making effective decisions based on findings. The following accountability criteria are considered essential for students in the Marketing program of study.

1. Identify dependent and independent variables.
2. Search and retrieve data from database sources with computers and Internet technology.
3. Interpret findings from basic data analysis.
4. Make data usable by organizing and summarizing data into frequency distributions, proportions, and measurements of central tendency.
5. State the reasons for, and methods of, statistically adjusting data: weighting, variable re-specification, and scale transformation.
6. Name and explain the correct procedures for calculating descriptive and summary statistics (including mean, median, and standard deviation).
7. Describe the process for creating and testing hypotheses and then turning the findings into market research conclusions.
8. Research major computer programs in current use in market research for the analysis of data.

N. COMMUNICATING RESEARCH

Effective marketing professionals demonstrate proficiency in communicating the results of their research. The following accountability criteria are considered essential for students in the Marketing program of study.

1. Describe the transitions from analysis of data to the formation of information, to the development of conclusions, and development of recommendations based upon research.

2. Describe the role of graphics in business presentations, explain the typical types of graphs used in marketing research, and discuss the appropriate use of each type of graph.
3. Contrast the difference between presenting facts and opinions and how each should be handled in a research presentation.
4. Deliver an oral presentation of research findings and make actionable recommendations based on conclusions drawn from the analysis of data.

O. MARKET RESEARCH IN A GLOBAL ECONOMY

Effective marketing professionals demonstrate awareness of working within a global economy. The following accountability criteria are considered essential for students in the Marketing program of study.

1. Describe the application (including availability and appropriateness) of telephone, personal, and mail interview methods in international research.
2. Describe how sample options available for Internet research vary internationally.
3. Explain the different ethical and legal issues that apply in different parts of the world and how these issues may affect research projects.
4. Understand the culture dimensions that affect cross culture and international research.

P. TRENDS IN MARKET RESEARCH

Effective marketing professionals demonstrate knowledge how trends impact marketing and marketing research. The following accountability criteria are considered essential for students in the Marketing program of study.

1. Describe how the Web has dramatically changed the conduct of market research.
2. Explain how advances in technology are affecting market research.
3. Outline how social media is impacting both marketing and market research.
4. Explain how the shift of power to consumers is radically altering the information needs for business executives and market research.
5. State how the scope and roles of market research are changing and expanding, and the impact on research professionals from both the client and research agency perspectives.
6. Analyze how privacy is impacted by online data collection.

Q. CAREER OPPORTUNITIES

Marketing professionals demonstrate knowledge of various skills and employment opportunities found in the marketing profession. The following accountability criteria are considered essential for students in the Marketing program of study.

1. Identify appropriate individual career titles and career paths within marketing research.
2. Determine the skill requirements and educational qualifications to enter a selected

- marketing research career.
3. Create a career plan to obtain the skills and educational qualifications to enter a selected marketing research career.

[Course Materials and Resources](#)

[Academic Standards and Indicators](#)