



ENLIGHTIUM ACADEMY

Ignitia™ Career and Technical Education
Electives

Careers in Marketing Research

Enlightium Academy invites you to open the door to career and college readiness with Career and Technical Education (CTE) courses from Alpha Omega Publications - Ignitia™.

These rigorous, hands-on courses for grades 7-12 promote critical thinking, emphasize problem solving, and encourage students to take responsibility for their own learning. With 24 CTE courses divided into six clusters, these courses put students on practical paths to post-graduate success.

Should you have any questions about the curriculum, please contact support@enlightiumacademy.com or call Enlightium Academy Customer Support at (866) 488-4818 ext. 2017.

If you have questions about technical support or product configuration, please see the information below for Alpha Omega Publications.

Alpha Omega Publications Technical Support

Alpha Omega Publications' technical support is Ignitia™'s full-service technical support system. We exist to promote and preserve our customers' satisfaction. Our services include:

- Technical Support
- Product Configuration and Update Management

Please use the following information to contact Alpha Omega Publications' technical support:

Online:

Access our helpful Technical Support website simply by clicking on the life preserver located in the upper-right corner of any screen in our program!

Telephone:

Toll Free: 1-877-251-6662
Monday –Friday 7 a.m. to 5 p.m. (CT)

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	Assignment Titles
	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. Project: 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	Assignment Titles
	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. Project: 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	Assignment Titles
	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. Project: 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	Assignment Titles
	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. Project: 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	Assignment Titles
	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. Project: 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	
CAREERS IN MARKETING RESEARCH	Assignment Titles
	1. Course Project Part 6: Marketing Research: A Comprehensive Overview *
	2. Review
	3. Exam

(*) Indicates alternate assignment