



PROJECTS FORECASTS

Careers in Marketing Research

UNIT	NAME	TYPE	DIFFICULTY	TIME
1	Discovering Business Problems	Project		
1	Pets and People's Attitudes Towards Them	Project		
1	Utilizing the Functions of Marketing Research	Project		
1	Making Decisions Using Marketing Research	Project		
2	Making Decisions Using Marketing Research	Project		
2	Understanding and Utilizing the Marketing Research Industry Structure	Project		
2	Examining a Code of Marketing Research Standards	Project		
2	Ethical Case Studies	Project		
3	Creating a Survey	Project		
3	Utilizing Secondary Data	Project		



3	Utilizing Technology in Marketing Research	Project		
3	Determining if Online Marketing Research is the Best Choice	Project		
4	Measurement in Marketing Research	Project		
4	Examples of Nominal, Ordinal, Interval, and Ratio Scales	Project		
4	Careers in Data Processing and Analysis	Project		
4	Examples of One-Way Tabulation and Cross-Tabulation	Project		
5	Marketing Research Report	Project		
5	Examples of Conclusions and Recommendations/Decisions	Project		
5	Changes that Require New or Updated Decisions	Project		
5	Continued Uses of Data	Project		