

# Marketing Research (2015): Grades 9, 10, 11, 12, Higher Education

Adopted 2015

**Information Management: Utilize tools, strategies, and systems to access, process, maintain, evaluate, and disseminate information to assist business decision-making.** MKMR.01

- 01. Utilize information technology tools to manage and perform marketing research responsibilities.** MKMR.01.01
  - a. Assess the impact of technology on marketing research. MKMR.01.01.A
  - b. Determine types of technology needed by company/agency. MKMR.01.01.B

**Operations: Employ the processes and systems implemented to monitor, plan, and control day-to-day marketing research activities in order to contribute to continued business/unit functioning.** MKMR.02

- 01. Implement security precautions to protect marketing research.** MKMR.02.01
  - a. Explain security considerations in the marketing research. MKMR.02.01.A
  - b. Maintain data security. MKMR.02.01.B
  - c. Develop strategies to protect digital data. MKMR.02.01.C
- 02. Implement purchasing activities to obtain business supplies, equipment, and resources.** MKMR.02.02
  - a. Purchase information services. MKMR.02.02.A

**Professional Development: Utilize concepts, tools, and strategies to explore, obtain, and develop a marketing research career.** MKMR.03

- 01. Acquire information about the marketing research industry to aid in making career choices.** MKMR.03.01
  - a. Identify career opportunities in marketing research. MKMR.03.01.A
  - b. Explain the role and responsibilities of marketing researchers. MKMR.03.01.B
- 02. Utilize career-advancement activities to enhance professional development in marketing research.** MKMR.03.02
  - a. Determine professional certification requirements in marketing research. MKMR.03.02.A
  - b. Assess the services of professional organizations in marketing research. MKMR.03.02.B

**Strategic Management:**  
Use tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/marketing research department. MKMR.04

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**01. Utilize planning tools to guide organization's/marketing research department's activities.** MKMR.04.01

- a. Provide input into strategic planning. MKMR.04.01.A

**Marketing Information:**  
Utilize concepts, systems, and tools for gathering, accessing, synthesizing, evaluating, and disseminating information to facilitate business decisions. MKMR.05

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**01. Assess marketing information needs to develop a marketing information management system.** MKMR.05.01

- a. Assess marketing information needs. MKMR.05.01.A
  - b. Identify issues and trends in marketing research. MKMR.05.01.B
  - c. Develop marketing information management system. MKMR.05.01.C
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**02. Design quantitative marketing research activities to ensure accuracy, appropriateness, and adequacy of data collection efforts.** MKMR.05.02

- a. Explain the nature of actionable research. MKMR.05.02.A
- b. Compare business objectives with the expected use of the marketing research outcomes. MKMR.05.02.B
- c. Select appropriate research techniques. MKMR.05.02.C
- d. Identify the marketing research problem/issue. MKMR.05.02.D
- e. Determine research approaches (e.g., observation, survey, experiment) appropriate to the research problem. MKMR.05.02.E
- f. Select data collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners). MKMR.05.02.F
- g. Evaluate the relationship between the research purpose and the marketing research objectives. MKMR.05.02.G
- h. Estimate the value of research information. MKMR.05.02.H
- i. Develop sampling plans (i.e., who, how many, how chosen). MKMR.05.02.I
- j. Prepare research briefs and proposals. MKMR.05.02.J
- k. Control sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample design). MKMR.05.02.K
- l. Develop rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.). MKMR.05.02.L
- m. Prepare diaries (e.g., product, media-use, contact). MKMR.05.02.M
- n. Create simple questionnaires (e.g., types of questions, question wording, routing, sequencing, length, layout). MKMR.05.02.N

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**03. Design qualitative marketing research study to ensure appropriateness of data-collection efforts.** MKMR.05.03

- a. Design qualitative research study. MKMR.05.03.A
- b. Develop discussion guide for a qualitative marketing research study. MKMR.05.03.B
- c. Develop screener for a qualitative marketing research study. MKMR.05.03.C
- d. Determine sample for qualitative marketing research study. MKMR.05.03.D

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**04. Collect secondary marketing data to ensure accuracy and adequacy of information for decision-making.** MKMR.05.04

- a. Obtain information from customer databases. MKMR.05.04.A
- b. Obtain marketing information from online sources (e.g., search engines, online databases, blogs, list serves, etc.). MKMR.05.04.B
- c. Data mine web log for marketing information. MKMR.05.04.C
- d. Track environmental changes that impact marketing (e.g., technological changes, consumer trends, economic changes, regulatory changes, etc.). MKMR.05.04.D
- e. Monitor sales data (by volume, product, territory, channel, time period, etc.). MKMR.05.04.E
- f. Identify transactional data through electronic means (e.g., bar coding, optical scanners, automatic replenishment systems, electronic data interchange [EDI], and reader-sorters). MKMR.05.04.F
- g. Measure market size and composition. MKMR.05.04.G

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**05. Implement primary marketing research strategy to test hypothesis and/or to resolve issues.** MKMR.05.05

- a. Administer questionnaires. MKMR.05.05.A
- b. Conduct telephone interviews. MKMR.05.05.B
- c. Employ techniques to assess ongoing behavior (e.g., business records; manual record sheets; electronic recording devices for telephone, personal, and computer interviewing; smart cards; audio-visual equipment). MKMR.05.05.C
- d. Conduct in-depth interviews. MKMR.05.05.D
- e. Conduct focus groups. MKMR.05.05.E
- f. Conduct continuous panel research. MKMR.05.05.F
- g. Conduct test markets. MKMR.05.05.G
- h. Conduct experiments (e.g., lab and field experiments.). MKMR.05.05.H

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**06. Process data to translate marketing information into useful insights/knowledge.** MKMR.05.06

- a. Edit research data. MKMR.05.06.A
- b. Group and score research data. MKMR.05.06.B
- c. Conduct error detection/edit routines. MKMR.05.06.C
- d. Tabulate data. MKMR.05.06.D
- e. Create data matrix. MKMR.05.06.E
- f. Select and use appropriate data support systems. MKMR.05.06.F
- g. Analyze narrative text (e.g., sorting, classifying/categorizing, identifying patterns, interpreting, selecting mechanical analysis approaches). MKMR.05.06.G
- h. Interpret research data into information for decision-making. MKMR.05.06.H

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**07. Apply statistical methods and software systems to aid in data interpretation.** MKMR.05.07

- a. Test for significant differences. MKMR.05.07.A
- b. Test for relationships. MKMR.05.07.B
- c. Test for associations. MKMR.05.07.C
- d. Use statistical inferences to make estimates or to test hypotheses. MKMR.05.07.D
- e. Identify types of modeling techniques. MKMR.05.07.E
- f. Apply mathematical modeling techniques. MKMR.05.07.F

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**08. Report findings to communicate research information to others.** MKMR.05.08

- a. Set confidence levels. MKMR.05.08.A
- b. Test for significant differences. MKMR.05.08.B
- c. Test for relationships. MKMR.05.08.C
- d. Test for associations. MKMR.05.08.D
- e. Use statistical inferences to make estimates or to test hypotheses. MKMR.05.08.E
- f. Identify types of modeling techniques. MKMR.05.08.F
- g. Apply mathematical modeling techniques. MKMR.05.08.G
- h. Use statistical software systems (e.g., SPSS, Excel, Access, etc.). MKMR.05.08.H

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**09. Interpret research data into information for decision-making.** MKMR.05.09

- a. Interpret descriptive statistics for marketing decision-making. MKMR.05.09.A
- b. Interpret correlation. MKMR.05.09.B

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**10. Manage marketing information to facilitate pricing strategies that maximize return and meet customers' perceptions of value.** MKMR.05.10

- a. Determine price sensitivity. MKMR.05.10.A

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**11. Manage marketing information to predict/analyze consumer behavior.** MKMR.05.11

- a. Predict demand patterns. MKMR.05.11.A
- b. Conduct demand analysis. MKMR.05.11.B
- c. Evaluate product usage. MKMR.05.11.C
- d. Analyze purchasing behavior. MKMR.05.11.D

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**12. Manage marketing information to facilitate product/service management decisions.** MKMR.05.12

- a. Conduct product analysis. MKMR.05.12.A
- b. Conduct customer satisfaction studies. MKMR.05.12.B
- c. Conduct service quality studies. MKMR.05.12.C
- d. Identify new product opportunities. MKMR.05.12.D
- e. Test product concepts. MKMR.05.12.E
- f. Design and conduct product tests. MKMR.05.12.F
- g. Determine attitudes towards products and brands. MKMR.05.12.G
- h. Provide information to launch new products. MKMR.05.12.H
- i. Estimate repeat purchase rate. MKMR.05.12.I
- j. Estimate purchase cycle. MKMR.05.12.J
- k. Predict brand share. MKMR.05.12.K
- l. Estimate market share. MKMR.05.12.L
- m. Prepare trend analyses. MKMR.05.12.M
- n. Monitor inventory data. MKMR.05.12.N
- o. Track cost data. MKMR.05.12.O
- p. Collect product quality data. MKMR.05.12.P
- q. Conduct segmentation studies to understand how to segment products. MKMR.05.12.Q
- r. Track brand health. MKMR.05.12.R

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**13. Manage marketing information to facilitate promotional activities.** MKMR.05.13

- a. Pre-test promotional campaign (e.g., advertising, direct marketing, etc.). MKMR.05.13.A
- b. Conduct advertising tracking studies. MKMR.05.13.B
- c. Measure media audience. MKMR.05.13.C
- d. Measure response rates. MKMR.05.13.D

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**14. Assess quality of marketing research activities to determine needed improvements.** MKMR.05.14

- a. Evaluate quality of marketing research studies (e.g., timeliness, speed, sampling, validity/reliability, bias, etc.). MKMR.05.14.A
- b. Assess satisfaction with contracted research firms. MKMR.05.14.B
- c. Measure the impact of marketing research. MKMR.05.14.C
- d. Suggest improvements to marketing research activities. MKMR.05.14.D

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**15. Compare marketing research proposals to select agency providing the most value.** MKMR.05.15

- a. Evaluate proposed research methodology. MKMR.05.15.A