

**PA Achievement Standard(s):**

**15.4.12.A:** Apply the creative and productive use of emerging technologies for educational and personal success.

**15.9.12.E:** Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.

**15.9.12.J:** Analyze data collection methods when entering into or expanding a market.

**Link for the achievement standard:** <http://www.pdesas.org/Standard/Views#114,115,116,117|14121|0|0>

**Big Idea/Essential Questions:** What is marketing research? How does one conduct market research?

**Competencies:** The student will be able to:

- Describe the purpose of marketing research
- Explain the characteristics and purposes of a marketing information system
- Identify procedures for gathering information using technology
- Identify the methods of conducting marketing research
- Discuss trends and limitations in marketing research
- Explain the steps in designing and conducting marketing research
- Compare primary and secondary data
- Collect and interpret marketing information
- Identify the elements in a marketing research report
- Design a marketing research survey
- Administer a marketing research survey

Unit 2: Marketing Information Management  
Chapters 28 and 29  
Level: Elective

Subject/Course: Marketing  
Estimated Time: 4 weeks

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<b>Learning Plan</b>	
<b>Suggested Activities/Strategies</b>	<b>Assessment Evidence:</b>
Classroom PowerPoint presentations Marketing Essentials textbook reading Verbal discussions of content and real-world examples Forum discussions Critical thinking Cooperative Learning Survey development Marketing research project	Teacher observation of student work Lesson review questions Objective and subjective worksheets pages 241-242, 251-256 Chapter reviews Chapter tests Survey development and rubric Marketing research project and rubric