



Name _____
 Period _____
 Date Started _____
 Date Completed _____

Marketing LAP 9: Marketing Information Management Chapters 32 - 33

DoDEA Benchmarks	3.10	3.11	
Business/Computer Standard(s)			
◆ Identify and apply successful techniques in information management			
Unit Objectives			
◆ Describe four important areas of marketing research			
◆ Explain limitations of marketing research			
◆ Describe and implement the five steps of research			
◆ Explain differences between primary and secondary data			
◆ Write research instruments			
Text	Marketing Essentials		
Resources	Unit 9: Chapters 32, 33 Student Activity Workbook Student Templates		
Time Frame	10 hours (suggested)		

CHAPTER 32: MARKETING RESEARCH

_____	READ	TEXT	pp. 419-429
_____	DO	QUESTIONS and PROJECTS	attached
_____	DO	WORKBOOK	pp. 197-202
_____	DO	WORKBOOK (Computer Activity)	pp. 203-204

CHAPTER 33: CONDUCTING MARKETING RESEARCH

_____	READ	TEXT	pp. 432-434
_____	DO	WORKBOOK	p. 206
_____	READ	TEXT	pp. 441-443
_____	DO	QUESTIONS and PROJECTS	attached
_____	DO	WORKBOOK	p. 205, 207-210
_____	DO	WORKBOOK (Computer Activity)	p. 211

QUESTIONS and PROJECTS

All questions are to be answered in complete sentences.

CHAPTER 32

Fact and Idea Review (p. 430, #2-7)

What is the major emphasis of marketing research?

What is the primary function of a marketing information system?

What is a marketing database? Give an example.

What is advertising research and how does it help business?

What is product research? Give an example.

What is test marketing? Why is it done?

Critical Thinking (p. 430, #2, 4, 5)

Do you think there is a need for legislation to make a distinction between legitimate research and telemarketing sales? Explain.

Explain what kind of marketing research should be done by a coin-operated car wash? What kinds of information are needed before opening a new car wash?

Explain why marketing researchers are concerned about consumer attitudes and lifestyles

CHAPTER 33

Vocabulary (p. 444)

Problem definition

Primary data

Secondary data

Survey method

Sample

Fact and Idea Review (p. 444, #1, 2, 3, 5, 10, 11, 12)

Why should secondary data be used first when trying to solve marketing research problems?

What are two advantages of using secondary data? Two disadvantages?

What is the survey method of research? How does it differ from observation research?

What is the difference between an open-ended question and a forced choice question?

List five steps in formatting a questionnaire.

How should a questionnaire be distributed?

Critical Thinking (p. 444, #1, 2)

Can business risk be eliminated by marketing research? Why or Why not?

Use a two-column table to list what you need to know and what sources of information would you use to identify the market for a new teen apparel and accessories store in your community.

APPLICATIONS PROJECTS (p. 445)

Both projects should be in near-final form—as you would distribute them. The purpose of the survey (and a graphic if you wish) should be at the top.

Project 2

Project

Self Assessment – “I/ I can...”		LAP 9
<input type="checkbox"/>	describe four important areas of marketing research	
<input type="checkbox"/>	explain limitation of marketing research	
<input type="checkbox"/>	describe and implement the five steps of research	
<input type="checkbox"/>	explain differences between primary and secondary data	
<input type="checkbox"/>	write research instruments	

Turn in work as instructed

ASK YOUR INSTRUCTOR FOR EVALUATION MATERIALS

Turn in work as instructed

Self Assessment – “I/ I can...”		LAP 9B
<input type="checkbox"/>	describe four important areas of marketing research	
<input type="checkbox"/>	explain limitation of marketing research	
<input type="checkbox"/>	describe and implement the five steps of research	
<input type="checkbox"/>	explain differences between primary and secondary data	

<input type="checkbox"/>	write research instruments
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ASK YOUR INSTRUCTOR FOR EVALUATION MATERIALS