# Marketing Research Course No. 12196 Credit: 1.0

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| **Student name:**  |  | **Graduation Date:** |  |

Pathways and CIP Codes:Marketing (52.1402)

Course Description: **Application Supportive Level:** Marketing Research will focus on how to: (1) specify information needs and design a research study to meet those needs; (2) collect, analyze and use marketing research data to make effective marketing decisions; (3) communicate the research findings and their implications to various publics.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Foundations of marketing research

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Analyze market trends, competition, and consumer needs to identify opportunities for growth. |  |
| 1.2 | Assess marketing-information needs and identify sources of data for research. |  |
| 1.3 | Understand ethical, legal, and security considerations in marketing research. |  |
| 1.4 | Evaluate the impact of technology, social media, and digital tools on marketing research. |  |
| 1.5 | Explore career opportunities in marketing research and develop a professional portfolio. |  |

## Benchmark 2: Research Design & Data Collection

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Define the marketing research problem and establish research objectives. |  |
| 2.2 | Select appropriate qualitative and quantitative research methods based on research goals. |  |
| 2.3 | Develop and implement sampling plans to ensure representative data collection. |  |
| 2.4 | Design and administer research instruments (questionnaires, surveys, focus groups, and interviews). |  |
| 2.5 | Conduct customer satisfaction studies, service quality evaluations, and product testing. |  |
| 2.6 | Track consumer trends, buying habits, and segmentation data (demographics, psychographics, geographics). |  |
| 2.7 | Obtain and analyze data from customer databases, online sources, and environmental monitoring. |  |

## Benchmark 3: Data Ananlysis & Interpretation

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Process, clean, and organize research data to ensure accuracy and minimize bias. |  |
| 3.2 | Use statistical software to analyze data and generate descriptive and inferential statistics |  |
| 3.3 | Interpret correlations, demand patterns, price sensitivity, and market trends. |  |
| 3.4 | Visualize data eff ectively using charts, graphs, tables, and dashboards. |  |
| 3.5 | Evaluate research quality and suggest improvements to enhance validity and reliability. |  |

## Benchmark 4: Strategic Insights & Decision-Making

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Translate research data into actionable business insights for decision-making. |  |
| 4.2 | Conduct brand health assessments, market share estimations, and competitive analyses. |  |
| 4.3 | Analyze purchasing behavior and consumer attitudes toward products and brands. |  |
| 4.4 | Provide data-driven recommendations for product development, pricing, and promotional strategies. |  |
| 4.5 | Measure the impact of marketing research on business performance and ROI. |  |

## Benchmark 5: Reporting & Presentation of Findings

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Prepare professional research reports, executive summaries, and trend analyses. |  |
| 5.2 | Create and deliver presentations using data visualization and storytelling techniques. |  |
| 5.3 | Present research fi ndings to clients or stakeholders, aligning with their strategic goals. |  |
| 5.4 | Utilize marketing technology and digital platforms to share and present research results. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

(785) 296-4908

pathwayshelpdesk@ksde.org



900 S.W. Jackson Street, Suite 102

Topeka, Kansas 66612-1212

[https://www.ksde.org](https://www.ksde.org/)

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