

Careers in Marketing Research

Course Overview and Syllabus

Grade level: 9–12

Prerequisite Courses: None

Credits: 0.5

Course Description

Marketing research is the foundation of all marketing activities because it provides the data needed to make key strategic decisions about products, promotions, pricing, and other key organizational decisions. Careers in Marketing Research is a semester-long high school course that provides information about the process of investigation and problem analysis by using research to produce key marketing statistics that are communicated to management and used throughout the organization. This course concludes with the execution, interpretation, and presentation of marketing research.

Course Objectives

Throughout the course, you will meet the following goals:

- Explore the role of marketing research and current trends
- Examine ways that companies and nonprofits use a four-step marketing research process
- Discuss the functions of marketing research and the differences between basic and applied studies
- Learn about types of careers in the marketing research field
- Identify the major marketing research firms
- Review the skills, experience and education requirements necessary for research positions
- Address ethics in the marketing research industry
- Construct and utilize different types of surveys to inform business decisions
- Explore differences between primary and secondary data
- Examine how technology is used in marketing research
- Explore data processing and analysis, data examples, and measurement scales
- Format research reports and follow guidelines for presentations
- Learn how to make and implement decisions based on findings
- Discuss how organizations use marketing research to make decisions

Student Expectations

This course requires the same level of commitment from you as a traditional classroom course. Throughout the course, you are expected to spend approximately 5–7 hours per week online on:

- Interactive lessons that include a mixture of videos, readings, and tasks
- Assignments in which you apply and extend learning in each lesson
- Assessments, including quizzes, tests, and cumulative exams

Communication

Your teacher will communicate with you regularly through discussions, email, chat, and system announcements. You will also communicate with classmates, either via online tools or face to face, as you collaborate on projects, ask and answer questions in your peer group, and develop your speaking and listening skills.

Grading Policy

You will be graded on the work you do online and the work you submit electronically to your teacher. The weighting for each category of graded activity is listed below.

Grading Category	Weight
Lesson Quizzes	20%
Unit Tests	20%
Cumulative Exams	20%
Assignments	10%
Projects	30%
Additional	0%

Scope and Sequence

When you log into Edgenuity, you can view the entire course map—an interactive scope and sequence of all topics you will study. The units of study are summarized below:

- Unit 1:** The World of Marketing Research
- Unit 2:** The Marketing Research Industry and Ethics
- Unit 3:** Types of Marketing Research
- Unit 4:** Market Research Basics
- Unit 5:** Putting It All Together