

Western Technical College

10104204 Marketing - Market Research

Course Outcome Summary

Course Information

Description	Students will research potential market for proposed business including size, scale and growth opportunity using primary and secondary sources.
Career Cluster	Business Management and Administration
Instructional Level	Technical Diploma Courses
Total Credits	1
Total Hours	18

Textbooks

No textbook required.

Course Competencies

1. Examine marketing research practices.

Assessment Strategies

- 1.1. Written Product (chart)

Criteria

Performance will be satisfactory when:

- 1.1. Learner defines secondary market research.
- 1.2. Learner defines primary market research.
- 1.3. Learner includes three types of secondary market research.
- 1.4. Learner includes three types of primary market research.
- 1.5. Learner lists two types of secondary market research they can use for their proposed business concept.
- 1.6. Learner lists two types of primary market research they can use for their proposed business concept.

Learning Objectives

- 1.a. Compare difference between primary and secondary research.
- 1.b. Determine the benefits of using primary and secondary research.
- 1.c. Determine the short-comings of primary and secondary research.

2. Conduct simple primary research to test proposed business concept.

Assessment Strategies

- 2.1. Skill Demonstration
- 2.2. Written Product

Criteria

Performance will be satisfactory when:

- 2.1. Learner identifies problem or opportunity their business concept is addressing.
- 2.2. Learner lists a method of how they will collect data.
- 2.3. Learner prepares a questionnaire to use with target market of proposed business concept.
- 2.4. Learner selects a sample to share questionnaire with.
- 2.5. Learner collects data from sample.
- 2.6. Learner prepares chart showing results for data collected.
- 2.7. Learner analyzes results.
- 2.8. Learner identifies whether concept is viable or not based on data collected.
- 2.9. Learner makes recommendations based on results of data collected with questionnaire.
- 2.10. Learner supports recommendation with research.
- 2.11. Learner cites research (minimum of two) supporting method to collect data.
- 2.12. Learner searches for existing secondary research on the business concept addressing.

Learning Objectives

- 2.a. Understand the importance of surveys for collecting primary research data.
- 2.b. Prepare a simple questionnaire (survey) to distribute to target market of proposed business concept.
- 2.c. Analyze results from questionnaire (survey).
- 2.d. Describe what results from questionnaire (survey) mean for your proposed business concept.