

Appendix N

MARKETING YOUTH APPRENTICESHIP PROGRAM

MARKETING RESEARCH/COMPETITIVE INTELLIGENCE UNIT 7

Unit 7: Marketing Research/Competitive Intelligence Unit

Competency

1. Monitor business data that impact business decision-making

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Obtains information from customer databases
- Assists with maintaining information on marketing partners' activities (e.g., vendors, others in supply/distribution channels)
- Collects Web metrics, such as visits, time on site, page views per visit, transaction volume and revenue, traffic mix, click-through rates, conversion rates, cost per acquisition, or cost per click
- Obtains marketing information from publications (e.g., trade journals--current trends, regulations, consumer issues)
- Collects product quality data (e.g., customer complaints, returns, quality control)
- Tracks environmental changes that impact a business (e.g., technological changes, consumer trends, economic changes, regulatory changes, etc.)
- Monitors and mines sales data (by volume, product, territory, channel, time period, etc.)
- Identifies transactional data through electronic means (e.g., bar coding, optical scanners, automatic replenishment systems, electronic data interchange [EDI], and reader-sorters) (if applicable)
- Analyzes competitive market strategies through analysis of related product, market, or share trends
- Develops insights using trends occurring in other industries

Learning Objectives

- Evaluate the value of the data from Web metrics, such as visits, time on site, page views per visit, transaction volume and revenue, traffic mix, click-through rates, conversion rates, cost per acquisition, or cost per click
- Obtain marketing information from publications (e.g., trade journals--current trends, regulations, consumer issues)
- Track environmental changes that impact a business (e.g., technological changes, consumer trends, economic changes, regulatory changes, etc.)
- Develop insights using trends occurring in other industries

Comments:

Unit 7: Marketing Research/Competitive Intelligence Unit

Competency

2. Evaluate the need for analytics based marketing research

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Compares business objectives with the expected use of the marketing-research outcomes
- Identifies the marketing-research problem/issue
- Translates business problems/challenges into research objectives
- Evaluates the relationship between the research purpose and the marketing research objectives
- Estimates the value of the research information
- Determines appropriate level and depth of information needed for decision-making
- Selects research method appropriate for the research problem (i.e., exploratory, descriptive, or causal)
- Determines research approaches (e.g., observation, survey, experiment; quantitative or qualitative) appropriate to the research problem

Learning Objectives

- Explain the nature of actionable research
- Compare business objectives with the expected use of the marketing-research outcomes
- Identify the marketing-research problem/issue
- Estimate the value of the research information
- Determine appropriate level and depth of information needed for decision-making
- Select research method appropriate for the research problem (i.e., exploratory, descriptive, or causal)
- Determine research approaches (e.g., observation, survey, experiment; quantitative or qualitative) appropriate to the research problem

Comments:

Unit 7: Marketing Research/Competitive Intelligence Unit

Competency

3. Analyze who and how many respondents are needed for marketing research

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Selects sample sources in marketing research
- Minimize threats to validity
- Determines how to improve response rates
- Assists with setting up or optimizing analytics tools for tracking responses
- Selects methods to compensate for non-response
- Selects sampling technique
- Designs sample for qualitative marketing-research study
- Executes sampling process

Learning Objectives

- Explain the nature of the sampling design process
- Explain the nature of sample sources (e.g., MR sampling companies, general list brokers, customer lists)
- Select sample sources in marketing research
- Discuss sampling issues with international marketing research projects
- Discuss sampling techniques and issues associated with Internet sampling
- Describe statistical concepts associated with sampling

Comments:

Unit 7: Marketing Research/Competitive Intelligence Unit

Competency

4. Select method to obtain needed data to address general business problem

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Selects data-collection methods (e.g., observations, mail, telephone, Internet, online communities, social media, virtual platforms, discussion groups, interviews, case studies, text analyses, scanners)
- Selects measurement scales (i.e., nominal, ordinal, interval, ratio)
- Plans marketing research study
- Writes marketing research proposals

Learning Objectives

- Compare and contrast the different types of data-collection methods
- Explain the importance of well-defined measurement scales when collecting marketing research
- Review marketing research sample studies
- Write marketing research proposal for school-related topic

Comments:

Unit 7: Marketing Research/Competitive Intelligence Unit

Competency

5. Facilitate data-collection process

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Devises and evaluates methods and procedures for collecting data, such as surveys, opinion polls, or questionnaires, or arrange to obtain existing data
- Assists with developing rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.)
- Determines questions to ask to elicit needed data for marketing research problem/issue
- Creates simple questionnaires (e.g., types of questions, question wording, routing, sequencing, length, layout)
- Tests questionnaire prior to full implementation

Learning Objectives

- Describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.)
- Determine questions to ask to elicit needed data for marketing research problem/issue
- Identify questionnaire design issues for international marketing research projects
- Create simple questionnaires (e.g., types of questions, question wording, routing, sequencing, length, layout)
- Test questionnaire prior to full implementation
- Control sources of error and bias in data-collection instrument (e.g., response errors, interviewer errors, sample design)

Comments:

Unit 7: Marketing Research/Competitive Intelligence Unit

Competency

6. Collect marketing-research data from a variety of sources

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Conducts market research analysis to identify search query trends, real-time search and news media activity, popular social media topics, electronic commerce trends, market opportunities, or competitor performance
- Applies approaches to increase participant cooperation with data collection
- Analyzes technology trends to identify markets for future product development or to improve sales of existing products
- Collects, interprets, and communicates industry, competitive, and market trends
- Tests alternatives (e.g., web pages, ads, appeals, etc.)
- Collects marketing-research data through a variety of methods (if applicable)

Learning Objectives

- Apply approaches to increase participant cooperation with data collection
- Administer questionnaires
- Conduct telephone interviews
- Employ techniques to assess ongoing behavior (e.g., business records; manual record sheets; electronic recording devices for telephone, personal, and computer interviewing; smart cards; video recording)
- Test alternatives (e.g., web pages, ads, appeals, etc.)
- Collect marketing-research data through (if applicable): in-depth interviews, focus groups, continuous panel research, test markets, experiments (e.g., lab and field experiments)

Comments:

Unit 7: Marketing Research/Competitive Intelligence Unit

Competency

7. Process analytical data to translate marketing information

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Analyzes business information in timely and comprehensive manner, and provides analysis of on the results
- Assists with analyzing Web metrics
- Tabulates data
- Analyzes narrative text (e.g., sorting, classifying/categorizing, identifying patterns, interpreting, selecting mechanical analysis approaches) (if applicable)

Learning Objectives

- Review the process of interpreting analytical data
- Evaluate the value of the data from Web metrics, such as visits, time on site, page views per visit, transaction volume and revenue, traffic mix, click-through rates, conversion rates, cost per acquisition, or cost per click
- Explain the value and purpose of the following steps: editing/cleaning research data; coding research data; treating missing data; detecting/editing error routines; transcribing conversations/interviews; tabulating data; and creating data matrix
- Analyze narrative text (e.g., sorting, classifying/categorizing, identifying patterns, interpreting, selecting mechanical analysis approaches)
- Process analytical school-based data

Comments:

Unit 7: Marketing Research/Competitive Intelligence Unit

Competency

8. Apply statistical methods and software systems to aid in competitive intelligence

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Analyzes data from surveys, old records, or case studies, using statistical software
- Uses statistical inferences to make estimates or to test hypotheses
- Applies mathematical modeling techniques
- Interprets descriptive statistics for marketing decision making
- Interprets correlations
- Develops actionable analysis and recommendations based on market related events

Learning Objectives

- Compare and contrast software systems that provide statistical analysis
- Review different types of statistical methods to interpret data
- Interpret school-based marketing research data by completing the following steps: setting confidence levels; testing for relationships; testing for associations; testing for significant differences; making/testing hypotheses; applying mathematical modeling techniques; interpreting descriptive statistics; interpreting correlations; and translating findings

Comments:

Unit 7: Marketing Research/Competitive Intelligence Unit

Competency

9. Report findings to communicate research information to others

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Prepares and presents summaries and analyses of survey data, including tables, graphs, and fact sheets that describe survey techniques and results
- Presents findings orally
- Provides competitor and market segment profiles and industry reviews
- Delivers competitive intelligence to business leaders and stakeholders across a variety of mediums

Learning Objectives

- Prepare and present summaries and analyses of survey data, including tables, graphs, and fact sheets that describe survey techniques and results
- Write executive summary of research report
- Prepare and use presentation software to support reports
- Present findings orally
- Prepare written reports for decision-making
- Post marketing research results electronically

Comments:

Unit 7: Marketing Research/Competitive Intelligence Unit

Competency

10. Assess quality of marketing-research activities to determine needed improvements

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Devises or evaluates methods and procedures for collecting data, such as surveys, opinion polls, and questionnaires
- Measures the impact of marketing research
- Suggests improvements to marketing-research activities
- Performs other market/competitive intelligence tasks as needed

Learning Objectives

- Evaluate quality of marketing research studies (e.g., sampling, validity/reliability, bias, etc.)
- Evaluate the appropriateness of the research design for the research problem, issue, or opportunity
- Suggest improvements to marketing-research activities

Comments: