Marketing 11

& Entrepreneurship 12

**Marketing Research Unit Outline**

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| --- | --- | --- | --- |
| Date | Lesson # | Content | Due |
| Oct.31st | 1 | * Marketing Research
* Primary Data vs. Secondary Data
* Qualitative Data vs. Quantitative Data
 | Worksheets #1-3 |
| Feb. 4th  | 2 | * Qualitative Data vs. Quantitative Data Continued
* How to turn a qualitative question into a quantitative question
 | Worksheet #4-5 |
| Feb.6th  | 3 | * Marketing Research Process/ steps
 |  |
| Feb.11th  | 4 | * Marketing Research Proposal
	+ Computer lab session
 | Marketing Research Proposal(Project Part I) |
| Feb.13th  | 5 | * How to create online survey
	+ Computer lab session
 | Online survey(Project Part II) |
| Feb.17th  | 6 | * Analyzing and Interpreting Data
 | Worksheet #6 |
| Feb.19th  | 7 | * Analyzing and interpreting data from online survey
	+ Computer lab session
 |  |
| Feb.24th  | 8 | * Work period: Finalizing Project and Preparing Presentation
 |  |
| Feb.26th  | 9 | * Presentations
 | Final Presentation(Project Part III) |
| Feb.28th  | 10 | * Review & Reflect
* Jeopardy!!!
 |  |

**Marketing Research (Gr.11)** Name: \_\_\_\_\_\_\_\_\_\_

Worksheet #4 Mark: /10

*Instructions: Turn following five qualitative questions below into quantitative questions*

1. Do you enjoy coming to school?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is your favorite music?

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1. What is your least favorite subject?

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1. What kind of parent do you want to be?

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1. What kind of job do you want to have?

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**Marketing Research (Gr.12)** Name: \_\_\_\_\_\_\_\_\_\_

Worksheet #4 Mark: /14

*Instructions: Turn following five qualitative questions below into quantitative questions*

1. Do you enjoy coming to school?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is your favorite music?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is your least favorite subject?

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1. What kind of parent do you want to be?

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1. What kind of job do you want to have?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Do you like Marketing?

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1. Do you like Vancouver’s rainy weather?

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**Marketing Research (Gr.11)** Name: \_\_\_\_\_\_\_\_\_\_

Worksheet #5 Mark: /20

*Instructions: Design a qualitative research question based on the given topic, and interview two classmates.*

Topic: Valentine’s Day

Question: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Response 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Response 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Marketing Research (Gr.12)** Name: \_\_\_\_\_\_\_\_\_\_

Worksheet #5 Mark: /20

*Instructions: Design a qualitative research question based on the given topic, and interview two classmates.*

Topic: Valentine’s Day

Question 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Question 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Response :

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**Marketing Research (Gr.11)** Name: \_\_\_\_\_\_\_\_\_\_

Worksheet #6 Mark: /30

*Instructions: Below is a quick overview of a market research on La Rustica. Analyze and interpret data below, and come up with a conclusion. Your conclusion should also outline any limitations in the research.*

Background

La Rustica is a local Italian restaurant located in uptown New Westminster. La Rustica is an upper-end restaurant and

its price ranges from $35 to $55 per person, including desserts and wine. La Rustica can seat up to 200 customers and

offers catering service for large parties. La Rustica is best known for its pastas.

Problem

La Rustica has been established for over 30 years. However, during last couple of years, sales have decreased

drastically. In August, 2011, La Rustica was forced to close down temporarily. On November, 2011, after three

months of forced closing, La Rustica was reopened for walk-in dinning and catering service.

Objective

The objectives of our research are to:

1) Identify both external and internal causes that may have led to La Rustica’s decrease in sales;

2) Provide recommendations for La Rustica’s management to implement to avoid closing down in the future.

Hypothesis

H1a: Since the 2010 Vancouver Winter Olympics, people dine more than average in downtown Vancouver.

Data

Question: Since the 2010 Vancouver Winter Olympics, how often do you dine in downtown Vancouver?

\*Quantity in per month

Question: During the 2010 Vancouver Winter Olympics, how often did you dine in downtown Vancouver?

\*Quantity in per month

Analysis:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Interpretation:

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Conclusion:

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**Marketing Research (Gr.12)** Name: \_\_\_\_\_\_\_\_\_\_

Worksheet #6 Mark: /30

*Instructions: Below is a quick overview of a market research on La Rustica. Analyze and interpret data below, and come up with a conclusion. Your conclusion should also outline any limitations in the research.*

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its price ranges from $35 to $55 per person, including desserts and wine. La Rustica can seat up to 200 customers and

offers catering service for large parties. La Rustica is best known for its pastas.

Problem

La Rustica has been established for over 30 years. However, during last couple of years, sales have decreased

drastically. In August, 2011, La Rustica was forced to close down temporarily. On November, 2011, after three

months of forced closing, La Rustica was reopened for walk-in dinning and catering service.

Objective

The objectives of our research are to:

1) Identify both external and internal causes that may have led to La Rustica’s decrease in sales;

2) Provide recommendations for La Rustica’s management to implement to avoid closing down in the future.

Hypothesis

H1a: Since the 2010 Vancouver Winter Olympics, people dine more than average in downtown Vancouver.

H1b: The stricter driving regulations have resulted in people eating at home more than average.

Data

Question: Since the 2010 Vancouver Winter Olympics, how often do you dine in downtown Vancouver?

\*Quantity in per month

Question: During the 2010 Vancouver Winter Olympics, how often did you dine in downtown Vancouver?

\*Quantity in per month

Question: Since the new driving law, how often do you dine out?

Question: Before the new driving law, how often did you dine out?

Analysis:

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Interpretation:

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Conclusion:

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Grade: 11

**Marketing Research Project**

Instructions: Design and conduct marketing research to find out what new product would sell well in the school store. This project can be done individually or in pairs.

The project will be divided into three parts:

1. Marketing Research Proposal....................................... 65 marks
2. Online Survey………………………………………………………….… 65 marks
3. Final Presentation……………………..…………...…................120 marks

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 Total: 250 marks

**Part I: Marketing Research Proposal**

Marketing Research Proposal is for you to plan your research design. A marketing research proposal should contain following components:

Research Client ……………………………………………………………………….……………[5 marks]

Background Information……………………………………………………………….…….[10 marks]

Objective Statement………………………………………..……………………….….…....[10 marks]

Possible Hypothesis………………………………………………………….…….……..……[10 marks]

Research Design

● Method/Design ……...…………………………………………………………..[10 marks]

● Sample……………….………………………………………..…………………….….[5 marks]

● Data Collection……………..………………………………..……………………[10 marks]

● Timeline……………………….…………………………………..……………………[5 marks]

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 Total: 65 marks

**Part II: Online Survey**

One of your research methods must be online survey. Online survey is for you to find out what new products Moscrop students want in the school store. You need to collect responses from at least 20 students. Your online survey should contain following components:

Title and subtitles.......................................................................................[5 marks]

Quantitative questions [min. 7 questions]……...………………………….………..[21 marks]

Qualitative questions [min. 3 questions]………………………………………………..[9 marks]

One qualitative question turned into a quantitative question..................[5 marks]

20 responses\*\*........................................................................................[20 marks]

Questions in the correct order.................................................................[10 marks]

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 Total: 65 marks

\* Refer to your notes on Day 2 on how to turn a qualitative question into a quantitative question.

\*\* One mark will be deducted for each response less than 20.

**Part III: Final Presentation**

Last step in marketing research is Visualizing and Communicating Results. You will communicate your results in PowerPoint Presentation. Your presentation should include following components:

● Title page

● Research Client and Background Information

● Objective Statement

● Possible Hypothesis

● Market Research Process

● Research Design

● Data Collection

● Sample

● Timeline

● Analysis of Data

● Summary of Quantitative data

● Summary of Qualitative data

● Analysis of data

● Conclusion

For your assessment of the final presentation, refer to the rubric attached.

Grade: 12

**Marketing Research Project**

Instructions: Design and conduct marketing research to find out what new product would sell well for your assigned Canadian company. This project can be done individually or in pairs.

The project will be divided into three parts:

1. Marketing Research Proposal....................................... 65 marks
2. Online Survey………………………………………………………….… 65 marks
3. Final Presentation……………………..…………...…................120 marks

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 Total: 250 marks

**Part I: Marketing Research Proposal**

Marketing Research Proposal is for you to plan your research design. A marketing research proposal should contain following components:

Research Client ……………………………………………………………………….……………[5 marks]

Background Information……………………………………………………………….…….[10 marks]

Objective Statement………………………………………..……………………….….…....[10 marks]

Possible Hypothesis………………………………………………………….…….……..……[10 marks]

Research Design

● Method/Design ……...…………………………………………………………..[10 marks]

● Sample……………….………………………………………..…………………….….[5 marks]

● Data Collection……………..………………………………..…………………...[10 marks]

● Timeline……………………….…………………………………..……………………[5 marks]

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 Total: 65 marks

**Part II: Online Survey**

One of your research methods must be online survey. Online survey is for you to find out what new products Moscrop students want your Canadian company produce. You need to collect responses from at least 20 students. Your online survey should contain following components:

Title and subtitles.......................................................................................[5 marks]

Quantitative questions [min. 7 questions]……...………………………….………..[21 marks]

Qualitative questions [min. 3 questions]………………………………………………..[9 marks]

One qualitative question turned into a quantitative question..................[5 marks]

20 responses\*\*........................................................................................[20 marks]

Questions in the correct order.................................................................[10 marks]

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 Total: 65 marks

\* Refer to your notes on Day 2 on how to turn a qualitative question into a quantitative question.

\*\* One mark will be deducted for each response less than 20.

**Part III: Final Presentation**

Last step in marketing research is Visualizing and Communicating Results. You will communicate your results in PowerPoint Presentation. Your presentation should include following components:

● Title page

● Research Client and Background Information

● Objective Statement

● Possible Hypothesis

● Market Research Process

● Research Design

● Data Collection

● Sample

● Timeline

● Analysis of Data

● Summary of Quantitative data

● Summary of Qualitative data

● Analysis of data

● Conclusion

For your assessment of the final presentation, refer to the rubric attached.