

Entrepreneurship (CIP Code: 52.0701/52.0101)

GRADE LEVEL/UNIT TITLE: 11-12/Market Research

Course Code: 040011/0340305

COURSE INTRODUCTION		
<p>An instructional program that provides a background for the development and operation of a business starting with the role of the entrepreneur in our economy to development of a business plan and the application of specific marketing skills and concepts within the business environment.</p> <p>Instruction in this area prepares students to understand how to organize and operate a business. All students can benefit from an understanding of and appreciation for entrepreneurship and its role in the enterprise system.</p> <p>This course is designed to provide students with the fundamental knowledge needed for organizing, developing, and implementing a business concern within the private free enterprise system. Topics of student will include learning the advantages and disadvantages of owning a business, preparing a business plan, choosing a location, securing a loan, determining organizational structure, and promoting a business.</p>		
UNIT DESCRIPTION	SUGGESTED UNIT TIMELINE	
Students will learn the use of research for starting a business.	2 weeks	
	CLASS PERIOD (min.)	
	50 minutes	
ESSENTIAL QUESTIONS		
<ol style="list-style-type: none"> Where do I find essential external resources to use when identifying and assessing business opportunities? How would you use primary and secondary data sources to locate information about target markets? How do entrepreneurs segment a market to create customer profiles? 		
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	NBEA STANDARD	DOK
1. Select sources of business start-up information	Mktg II.A.3.b	2
2. Conduct an environmental scan to obtain marketing information	Mktg II.B.3.b	3
3. Monitor internal records for marketing information	Mktg II.B.3.c	2
4. Determine underlying customer needs/frustrations	Mktg II.A.3.c	2
5. Explain methods to generate a product/service idea	Mktg II.A.3.a	2
6. Generate product/service ideas	Entre II.C.3.b	4
7. Determine product/service to fill customer need	Entre II.C.3.b	3
8. Determine initial feasibility of product/service ideas	Entre I.C.3.c	3
9. Plan product/service mix	Mktg I.3.b	2
10. Choose product name	Mktg IV.A.2. 3B	1
11. Determine unique selling proposition	Mgmt IX.B.3.b	2
12. Develop strategies to position product/service	Mktg IV.B.3.a	2
13. Build brand/image	Mktg IV.A.4.3.a	2

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14. Evaluate customer experience	Mktg V.3.d	2
15. Explain the concept of market and market identification	Mktg II.B.3.c	2
16. Describe the role of situation analysis in the marketing-planning process	Mktg II.D.3.c	2
17. Determine market segments	Mktg II.B.3.a	2
18. Select target markets	Entre II.A.3.a	2
19. Conduct market analysis	Entre II.B.3.e	4
20. Explain the concept of marketing strategies	Entre II.C.3.d	2
21. Describe the nature of marketing planning	Mktg VI.3.e	2
OBJ. #	INSTRUCTIONAL STRATEGIES	
1-8	1. Interactive instruction, independent learning	
19	2. Cooperative learning	
15-17	3. Reading, independent learning	
17-21	4. Independent learning, research	
OBJ. #	INSTRUCTIONAL ACTIVITIES	
1-8	1. The student will be able to describe the five steps in conducting market research. (see M &M Project)	
19	2. Students will conduct a class market survey to determine student needs. (Market Research for the Classroom)	
15-17	3. Students will read Unit 3 Managing Market Strategies (Glencoe Entrepreneurship) and do the activities at: http://www.glencoe.com/sec/busadmin/entre/teacher/hot/unit3.htm .	
17-21	4. Students will determine who the potential customers are for a business simulation. Students will be able to determine an appropriate target market. Students will also research customer wants and needs.	