

## DESE Model Curriculum

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

Course Code: 52.1804

### COURSE INTRODUCTION:

An instructional program that focuses on marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

### UNIT DESCRIPTION:

Students will understand how Marketing Research is integral in Sports and Entertainment industry

SUGGESTED UNIT TIMELINE: 1 WEEK

CLASS PERIOD (min.): 50 MINUTES

### ESSENTIAL QUESTIONS:

1. What are the benefits to conducting Marketing research?
2. What are the steps in the Marketing Research Process?
3. What is the different between primary and secondary Marketing research?

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ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS			
			CCSS	MBA Research Standards	DOK
1. Define Marketing Research				Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.	1
2. Identify the elements and conduct a SWOT analysis			L.11-12.6 RST.11-12.9 SL.11-12.1 SL.11-12.2 WHST.11-12.4	Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.	3
3. Explain the Marketing Research process (Problem definition, develop research design, data collection, data analysis, report presentation)			HS-Modeling L.11-12.6 RST.11-12.9 RI.11-12.3 SL.11-12.1 SL.11-12.2 SL.11-12.4 SL.11-12.5 WHST.11-	Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.	2

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			<p><b>12.1.a</b>  <b>WHST.11-12.1.b</b>  <b>WHST.11-12.4</b>  <b>WHST.11-12.6</b>  <b>WHST.11-12.7</b></p>		
4. Identify and explain primary versus secondary marketing research			<p><b>L.11-12.6</b>  <b>RST.11-12.9</b>  <b>RI.11-12.3</b>  <b>SL.11-12.1</b>  <b>SL.11-12.2</b>  <b>SL.11-12.4</b>  <b>SL.11-12.5</b>  <b>WHST.11-12.1.a</b>  <b>WHST.11-12.1.b</b>  <b>WHST.11-12.4</b>  <b>WHST.11-12.6</b>  <b>WHST.11-12.7</b></p>	<p><b>Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.</b></p>	<b>1</b>
5. Explain the importance of Marketing research to businesses and making informed business decisions			<p><b>L.11-12.6</b>  <b>RST.11-12.9</b>  <b>RI.11-12.3</b>  <b>SL.11-12.1</b>  <b>SL.11-12.2</b>  <b>SL.11-12.4</b>  <b>SL.11-12.5</b>  <b>WHST.11-12.1.a</b>  <b>WHST.11-12.1.b</b>  <b>WHST.11-12.4</b>  <b>WHST.11-12.6</b></p>	<p><b>Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.</b></p>	<b>2</b>

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			<b>WHST.11-12.7</b>		
6. Acquire foundational knowledge of marketing-information management to understand its nature and scope			<b>L.11-12.6</b> <b>RST.11-12.9</b> <b>RI.11-12.3</b> <b>SL.11-12.1</b> <b>SL.11-12.2</b> <b>SL.11-12.4</b> <b>SL.11-12.5</b> <b>WHST.11-12.1.a</b> <b>WHST.11-12.1.b</b> <b>WHST.11-12.4</b> <b>WHST.11-12.6</b> <b>WHST.11-12.7</b>	<b>Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.</b>	<b>1</b>
7. Assess marketing-information needs to develop a marketing information management system			<b>L.11-12.6</b> <b>RST.11-12.9</b> <b>RI.11-12.3</b> <b>SL.11-12.1</b> <b>SL.11-12.2</b> <b>SL.11-12.4</b> <b>SL.11-12.5</b> <b>WHST.11-12.1.a</b> <b>WHST.11-12.1.b</b> <b>WHST.11-12.4</b> <b>WHST.11-12.6</b> <b>WHST.11-12.7</b>	<b>Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.</b>	<b>4</b>
8. Collect secondary market data to ensure accuracy and adequacy of information for sports and entertainment marketing			<b>S-ID.4</b> <b>L.11-12.6</b>	<b>Understands the concepts, systems, and tools needed to gather,</b>	<b>2</b>

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<p>decision-making</p>			<p><b>RST.11-12.9</b>  <b>RI.11-12.3</b>  <b>SL.11-12.1</b>  <b>SL.11-12.2</b>  <b>SL.11-12.4</b>  <b>SL.11-12.5</b>  <b>WHST.11-12.1.a</b>  <b>WHST.11-12.1.b</b>  <b>WHST.11-12.4</b>  <b>WHST.11-12.6</b>  <b>WHST.11-12.7</b></p>	<p><b>access, synthesize, evaluate, and disseminate information for use in making business decisions.</b></p>	
<p>9. Implement primary marketing-research strategy to test hypothesis and/or resolve issues.</p>			<p><b>L.11-12.6</b>  <b>RST.11-12.9</b>  <b>RI.11-12.3</b>  <b>SL.11-12.1</b>  <b>SL.11-12.2</b>  <b>SL.11-12.4</b>  <b>SL.11-12.5</b>  <b>WHST.11-12.1.a</b>  <b>WHST.11-12.1.b</b>  <b>WHST.11-12.4</b>  <b>WHST.11-12.6</b>  <b>WHST.11-12.7</b></p>	<p><b>Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.</b></p>	<p><b>4</b></p>
<p>10. Interpret research data into information for decision-making</p>			<p><b>N-Q.1</b>  <b>L.11-12.6</b>  <b>RST.11-12.9</b>  <b>RI.11-12.3</b>  <b>SL.11-12.1</b></p>	<p><b>Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and</b></p>	<p><b>4</b></p>

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			<p>SL.11-12.2                  SL.11-12.4                  SL.11-12.5                  WHST.11-12.1.a                  WHST.11-12.1.b                  WHST.11-12.4                  WHST.11-12.6                  WHST.11-12.7</p>	<p><b>disseminate information for use in making business decisions.</b></p>	
<p>11. Report findings to communicate research information to others</p>			<p>L.11-12.6                  RST.11-12.9                  RI.11-12.3                  SL.11-12.1                  SL.11-12.2                  SL.11-12.4                  SL.11-12.5                  WHST.11-12.1.a                  WHST.11-12.1.b                  WHST.11-12.4                  WHST.11-12.6                  WHST.11-12.7</p>	<p><b>Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.</b></p>	<p><b>2</b></p>
<p>12. Analyze marketing information to make informed marketing decisions</p>			<p>L.11-12.6                  RST.11-12.9                  RI.11-12.3                  SL.11-12.1                  SL.11-12.2                  SL.11-12.4                  SL.11-12.5                  WHST.11-</p>	<p><b>Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business</b></p>	<p><b>4</b></p>

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			<p align="center"> <b>12.1.a</b>  <b>WHST.11-12.1.b</b>  <b>WHST.11-12.4</b>  <b>WHST.11-12.6</b>  <b>WHST.11-12.7</b> </p>	<p><b>decisions.</b></p>	
<p>13. Assess quality of marketing-research activities to determine needed improvements</p>			<p align="center"> <b>L.11-12.6</b>  <b>RST.11-12.9</b>  <b>RI.11-12.3</b>  <b>SL.11-12.1</b>  <b>SL.11-12.2</b>  <b>SL.11-12.4</b>  <b>SL.11-12.5</b>  <b>WHST.11-12.1.a</b>  <b>WHST.11-12.1.b</b>  <b>WHST.11-12.4</b>  <b>WHST.11-12.6</b>  <b>WHST.11-12.7</b> </p>	<p> <b>Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.</b> </p>	<p><b>3</b></p>
<p><b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc. )</p> <p><i>DECA Business Operations Research Event-Sports and Entertainment Marketing (Summative); <a href="http://www.deca.org/docs/conferences-competitions/DECA_BOR_Guidelines.pdf">http://www.deca.org/docs/conferences-competitions/DECA_BOR_Guidelines.pdf</a></i></p> <p>Create a 10-item “Fan Satisfaction Survey” for one of the St. Louis or Kansas City professional Sports teams. This survey should be designed to gauge the overall satisfaction with the game experience (Formative)</p> <p><b>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above ( i.e., Grade Level/Course Title/Course Code, Unit #.)</b></p>					
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based):</b> (Teacher Methods)				

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1, 3-7	<b>1. Lecture on market research.</b>
2	<b>2. Cooperative learning. Team project conducting a SWOT analysis for the National Football League.</b>
1-13	<b>3. Independent learning; student research.</b>
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>
1, 3-7	<b>1. Students take notes on market research lecture.</b>
2	<b>2. Complete a SWOT Analysis for the National Football League with a minimum of four items for each SWOT category</b>
1-13	<b>3. Energy Drink Research Activity <a href="http://teachers.net/lessons/posts/4258.html">http://teachers.net/lessons/posts/4258.html</a></b>
<b>UNIT RESOURCES: (include internet addresses for linking)</b>	
<i>DECA Business Operations Research Event <a href="http://www.deca.org/docs/conferences-competitions/DECA_BOR_Guidelines.pdf">http://www.deca.org/docs/conferences-competitions/DECA_BOR_Guidelines.pdf</a></i>	
Marketing Research Mind Map <a href="http://www.bized.co.uk/educators/16-19/business/marketing/presentation/research_map.htm">http://www.bized.co.uk/educators/16-19/business/marketing/presentation/research_map.htm</a>	
Market Research Activity <a href="http://www.bized.co.uk/educators/16-19/business/marketing/activity/research.htm">http://www.bized.co.uk/educators/16-19/business/marketing/activity/research.htm</a>	
Sample NFL SWOT <a href="http://www.wikiswot.com/SWOT/4_/NFL.html">http://www.wikiswot.com/SWOT/4_/NFL.html</a>	
University of North Florida Fan Satisfaction Survey <a href="http://unfospreys.com/sb_output.aspx?form=9">http://unfospreys.com/sb_output.aspx?form=9</a>	
ESPN Survey: What Fans Think <a href="http://sports.espn.go.com/espn/otl/news/story?id=5988173">http://sports.espn.go.com/espn/otl/news/story?id=5988173</a>	
NFL/NHL Analysis Power Point	
Biz/Ed Market Research Power Point	
<b><i>Sports Marketing: A Strategic Perspective</i></b> (2004) Matthew Shank, Prentice -Hall	
Resources @ MCCE:	
MCE DVD ROM 19 - How to Design a Business Website	

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Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004.

DVD ROM — For anyone wishing to promote a business on the Internet, this program provides a step-by-step approach on how to do it, using a real case study: the Volcano Coffee Shop. Topics discussed include browsing, using a selection of software, elements of a Web page, and how to research the competition. Internet service providers and what they offer are discussed. 25 minutes

### **MCE DVD ROM 90 - Planning Your Business: Research, Goals, and Business Plans**

Films for the Humanities & Sciences

NEW YORK, NY, FILMS MEDIA, 2011.

DVD ROM — This program challenges viewers to assess their ability to take risks, manage an organization, and go toe-to-toe with competitors. Offers insight into market exploration, determining a viable market niche, gauging the level of need for a product or service, learning about one's customer base, deciding on the best business structure, and writing a business plan. 27 minutes.

### **MCE VIDEO 30 - Starting and Running Your Own Business!**

National Foundation for Teaching Entrepreneurship

NEW YORK, NY, NATIONAL FOUNDATION FOR TEACHING ENTREPRENEURSHIP, 1998.

VIDEO — This video, sponsored by Inc. Magazine, illustrates the real-life experiences of today's young entrepreneurs who put their ideas into action - from writing a business plan to selling a product or service. The video contains six segments including how the young entrepreneurs: got the idea for their business; did research to identify customer needs; negotiated with suppliers, priced their product or service, and obtained the money they needed to get started; promoted and advertised their business; made effective sales calls and followed-up; and, experienced the many ups and downs of owning a business. 54 minutes.

### **MCE VIDEO 308 - Marketing Research and Information: Marketing: The Standard Deviants Core Curriculum**

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2001.

VIDEO — Provides information on how to gather consumer data. Approaches to gathering information such as surveys, interviews, and experiments. 9 minutes

### **MCE 13.1311 K17 - Sports and Entertainment Marketing**

Kaser and Oelkers

CINCINNATI, OH, SOUTH-WESTERN EDUCATIONAL PUBLISHING, 2001.

BOOK — Learn about the key functions of marketing and how they apply to sports and entertainment. Each function is incorporated and highlighted. Shows the connection between sports and entertainment industries and marketing.

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### **MCE 13.1311 M74 - Sport Marketing**

Bernard J Mullin, Stephen Hardy, William A Sutton

CHAMPAIN, IL, HUMAN KINETICS, 2000.

BOOK — A good overview of marketing concepts and how they are applied to the sport product. How to sell a segment of the sport industry, including recreational facilities and professional and amateur sporting events. A college textbook that would be a great classroom reference.

### **MCE DVD ROM 100 - Field Trip: Game Day!**

CEV

LUBBOCK, TX, CEV.

DVD ROM — This program explores sports marketing by going behind the scenes of a college football game. Students are introduced to marketing through real-world examples and situations. Students will compare the different approaches of sports marketing and consider the future of the business. 27 minutes.