Week of/

(# of school days) Chapter Objectives NOTES

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| Aug. 28  (2) | **Chapter 28 Section 28.1**  • Describe the purpose of marketing research.  • Explain the characteristics and purposes of a marketing information system. |  |
| Sept. 4  (4) | • Identify procedures for gathering information using technology |  |
| Sept. 11  (5) | **Section 28.2**  • Identify the methods of conducting marketing research.  • Discuss trends and limitations in marketing research |  |
| Sept. 18  (4.5) | **Chapter 29.1**  • Explain the steps in designing and conducting marketing research. |  |
| Sept. 25  (5) | • Compare primary and secondary data.  • Collect and interpret marketing information.  **Chapter 29.2**  • Identify the elements in a marketing research report. |  |
| Oct. 2  (4) | • Design a marketing research survey.  • Administer a marketing research survey. |  |
| Oct. 9  (4) | **Chapter 30.1**  • Describe the steps in product planning. | Wed. Oct. 11-SAT |
| Oct. 16  (4.5) | • Explain how to develop, maintain, and improve a  product mix. |  |
| Oct. 23  (5) | **Chapter 30.2**  • Identify the four stages of the production life cycle. |  |
| Oct. 30  (5) | • Describe product positioning techniques |  |