Week of/

(# of school days) Chapter Objectives NOTES

|  |  |  |
| --- | --- | --- |
| 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 |  |