



THE TIMES 100

Market research – lesson suggestions & activities (Kellogg's)

Learning outcomes

Students should...

- Know and understand the purpose of market research (AO1) and analyse the costs and benefits of market research to businesses (AO3)
- Know the different methods of market research (AO1), give examples of appropriate research methods for given situations (AO2) and discuss the advantages and disadvantages of the different methods (AO3)
- Understand sampling methods (AO1) and discuss the reasons and limitations of sampling (AO3/4)

Starter activities

- **Kellogg's word search** of the key terms
- **Quick survey** . ask the class to find out what is the most popular breakfast cereal of everyone in the room. Give a short time limit for the activity to be completed. At the end use the activity to prompt discussion about market research . why it is needed, how it is carried out and the need for sampling.

Delivery ideas

- Use the **Market Research PowerPoint** to introduce the topic and apply theory in the context of a well known organisation . Kellogg's.
- GCSE . students use the **Kellogg's case study** to help them create a two-fold information leaflet about market research. The leaflet should include sections on:
 - The purpose of market research
 - The types of market research including advantages and disadvantages
 - Methods of market research
 - Benefits of market research
- AqLevel . students suggest the market research process that Kellogg's should carry out if it wanted to develop and launch a new breakfast cereal aimed at children under 10 years old. They should use the **Kellogg's case study** for guidance and justify the recommendations they make.
- **Market research timeline worksheet.** Students use the Kellogg's case study to create a timeline of the market research activities carried out by Kellogg's when it extended its Crunchy Nut brand to include Crunchy Nut Bites. (*resource attached*)



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Plenary activities

- Mini-plenary . **Fill the gaps**. Students use their knowledge of market research to complete the gapped sheet (resource attached)
- **Kellogg's crossword**
- **Texting learning** . students to write what they have learned in exactly 100 characters, including spaces, using text speak if desired (or they could actually text each other what they have learned)



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Market research – worksheet

What's in it for me?

I am learning...

- the purpose of market research and the benefits of it for businesses
- about the different methods of market research that businesses can use

I am developing my skills as...

- *An independent enquirer* by analysing the information in the case study and judging its value for the activity
- *A self manager* by showing commitment and perseverance while completing the activity

Task

Using the **Kellogg's case study**, complete a detailed time line of the market research activities that Kellogg's undertook when developing Crunchy Nut Bites. Although you will not have the exact dates and timings, ensure that the activities are in the correct order. Include all of the activities up to the point where Kellogg's decided to go ahead with the new product.

The time line should include the following:

- The *market research processes and methods* that were used. These should go above the time line and should include reasons for their use by Kellogg's. In each case identify if the method was quantitative or qualitative.
- *Examples of findings* from the research. These should go in the corresponding positions underneath the time line.



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Kellogg's Timeline

Processes & methods

Research findings





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Market research - fill the gaps

Use the following words to fill the gaps in the passage below

| | | | |
|-------------|--------------|---------------|-------|
| competitors | quantitative | existing | |
| qualitative | focus groups | relevant | quota |
| advantage | cheaper | target market | |

Market research is the process of finding out about the needs of consumers and the activities of _____. There are two types of market research. Primary research involves collecting new data whereas secondary research finds _____ data. The benefits of primary research are that it is reliable, up-to-date and _____ to the requirements of the business, however it is expensive and time consuming. It can also give a business a competitive _____ because its rivals have not seen it. Secondary research is usually quicker and _____ to carry out but it may not be specifically about the organisation or its products. Examples of primary research methods include questionnaires and _____. Secondary data may be collected from government publications and trade journals.

_____ research involves finding numerical data.

_____ research, on the other hand, is concerned with finding opinions and attitudes.

A sample is a smaller group of people who are representative of the _____. When carrying out primary research it is easier and less time consuming to question a sample instead of the whole population. Sampling methods include random, _____ and systematic.