

# Chapter 10

## Core of Marketing Research:

Collecting + Recording + Analyzing + Interpreting = Decision-Making

## The Marketing Research Process

Defining the objectives and research needs => Designing the research => Collecting the data => Analyzing data and developing insights => Developing and implementing an action plan

### Step 1: Defining Objectives and Research Needs

>> What information is needed to answer specific research questions?

>> How should that information be obtained?

### Step 2: Designing the Research

> Identify type of data needed

> Determine type of research needed to obtain data

### Step 3: Collecting the Data

#### Secondary Data:

- Collected prior to the start of the research project.
- External as well as internal data sources.

#### Primary Data:

- Collected to address specific research needs.

# Marketing The Core Chapter 10

**Eugene R. Laczniak, Patrick E. Murphy**



## **Marketing The Core Chapter 10:**

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**Strategic Marketing Management** Mark E. Parry,2005 Darden School professor Mark Parry describes the key principles that should guide practising managers as they define the meaning of new brands and manage those brands over time Using cases and examples he helps managers decide which options to follow when deciding how to approach branding and positioning

**Power Marketing for Small Business** Jody Hornor,2000 Guides you step by step through all aspects of marketing No jargon just the facts and tips to get the job done Power Marketing helps you and your company Develop Successful Marketing and Sales Strategies Follow up on Customer Interests and Inquiries Apply the Four P s of Marketing Tap the Power of Marketing Select the Best Media Options for Your Business Learn the In s and Out s of Public Relations Budget Your Marketing Dollars Create Effective Sales Materials Conduct Your Own Test Marketing Includes a Wealth of Handy Resources Hands on Worksheets Power Marketing Facts and Tips Numerous Samples of Marketing Documents Glossary of Marketing Terms

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