

# Marketing Essentials Study Guide

## 1. Introduction

1. Define the function of marketing research - provide information to guide decision making
2. Explain why marketing research is important for business success
3. Discuss the types of marketing research - primary and secondary
4. Explain the importance of data collection methods - surveys, focus groups, etc.
5. Discuss the importance of data analysis - statistical methods, etc.
6. Explain the importance of marketing research in decision making
7. Discuss the importance of marketing research in product development
8. Explain the importance of marketing research in pricing strategy
9. Discuss the importance of marketing research in distribution strategy
10. Explain the importance of marketing research in promotion strategy
11. Discuss the importance of marketing research in overall business strategy
12. Explain the importance of marketing research in competitive analysis
13. Discuss the importance of marketing research in market segmentation
14. Explain the importance of marketing research in target marketing
15. Discuss the importance of marketing research in positioning strategy

## 2. Marketing Research Methods

### 2.1 Primary Marketing Research

1. Definition: Research conducted by the organization
2. Advantages:
  - Customized to specific needs
  - Up-to-date information
  - Control over data collection
3. Disadvantages:
  - Time-consuming
  - Expensive
  - Potential for bias
4. Types of Primary Marketing Research:
  - Surveys
  - Focus groups
  - Interviews
  - Observations
  - Experiments
5. Survey Methods:
  - Questionnaires
  - Interviews
  - Telephone surveys
  - Mail surveys
  - Online surveys
6. Focus Groups:
  - Small group discussions
  - Guided by a moderator
  - Used to explore attitudes and beliefs
7. Interviews:
  - One-on-one conversations
  - Structured or unstructured
  - Used to explore attitudes and beliefs
8. Observations:
  - Watching behavior
  - Direct or indirect
  - Used to understand behavior
9. Experiments:
  - Testing hypotheses
  - Controlled environment
  - Used to understand cause and effect

1. Definition: Research conducted by a third party
2. Advantages:
  - Objectivity
  - Expertise
  - Cost-effective
3. Disadvantages:
  - Lack of control
  - Potential for bias
  - Limited access to data
4. Types of Secondary Marketing Research:
  - Internal data
  - External data
  - Government data
  - Industry data
  - Academic data
5. Internal Data:
  - Sales data
  - Customer data
  - Financial data
  - Operational data
6. External Data:
  - Demographic data
  - Psychographic data
  - Socioeconomic data
  - Environmental data
7. Government Data:
  - Census data
  - Economic data
  - Social data
  - Health data
8. Industry Data:
  - Trade associations
  - Industry reports
  - Market research firms
9. Academic Data:
  - Journals
  - Books
  - Theses
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*Marketing Essentials* Thomas Paczkowski, 1985      *Marketing Essentials [by] Philip Kotler* Thomas Paczkowski, 1984

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