

SECTION OVERVIEW

16.5: Marketing Research - an aid to decision making

Learning Objectives

Having completed this chapter, you should:

- understand the role of marketing research
- understand the marketing research process and the techniques employed

16.5.1: Learning Objective

16.5.2: The nature and importance of marketing research

16.5.3: What needs researching in marketing

16.5.4: Procedures and Technique in Marketing Research

16.5.5: Conducting Research

16.5.6: Processing the Data

16.5.7: The Value of marketing research

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