

7.8: Applied Marketing Knowledge- Discussion Questions

1. Why is it vital for companies to understand and use customer insights in gathering and managing marketing information?
 2. Public policies and laws supporting ethics in marketing research have resulted in companies like Meta (formerly Facebook) being accused of intruding upon consumer privacy, misusing information gathered from users, and exploiting children. As a consumer, how do you feel about companies tracing your digital footprint? As a marketer, what value do you see in tracing consumers' online activities?
 3. What are the seven steps necessary in designing a marketing research project?
 4. List two reasons why quantitative research data is better utilized to measure a population's attitudes and potential responses to new product releases than qualitative data. List two reasons why qualitative data is most often collected to provide deeper insights into consumer behavior.
 5. Research codes of conduct are published by the American Marketing Association, the American Association for Public Opinion Research, the Council of American Survey Research Organizations, and the Marketing Research Association in order to define standards of ethical behavior. List three overlapping areas these organizations have identified as important in regulating the marketing industry.
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