

Student _____

Date _____

Class _____

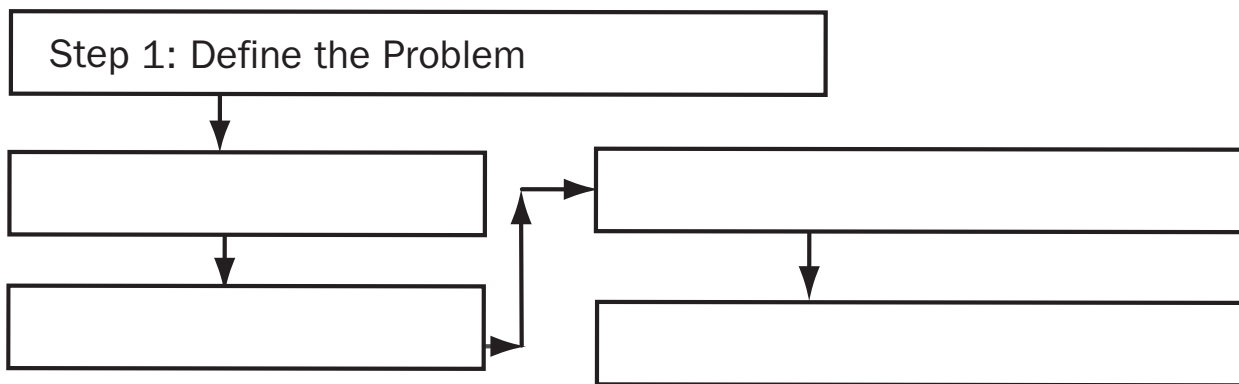
Teacher _____

Graphic Organizer Section 29.1

THE MARKETING RESEARCH PROCESS

Graphic Organizer

Directions: Draw this chart to record the steps for conducting marketing research.



Graphic Organizer Section 29.2

THE MARKETING SURVEY

Graphic Organizer

Directions: Draw this chart to outline this section by listing headings, subheadings, and key concepts.

