

Chapter 28 Marketing Research

Section 28.1 Marketing Information

Section Outline with Content and Academic Vocabulary

Section Outline

Defining Marketing Research

Why Is Marketing Research Important?

Determining the Value of Information

Who Uses Marketing Research?

Marketing Information Systems

Database Marketing

Consumer Databases

Using Technology to Gather Information

Customer Loyalty Programs

Computer Software

Consumer Privacy

Content Vocabulary

marketing research The process and methods used to gather information, analyze it, and report findings related to marketing goods and services. (p. 655)

marketing information system A set of procedures and methods that regularly generates, stores, analyzes, and distributes information for making marketing and other business decisions. (p. 658)

database marketing Also known as customer relationship management (CRM); a process of designing, creating, and managing customer lists. (p. 658)

database A collection of related information about a specific topic. (p. 658)

Academic Vocabulary

obtain Come into possession of. (p. 656)

overall Including everything; regarded as a whole; general. (p. 656)