

Chapter 28 Marketing Research

Section 28.1 Marketing Information

Review Key Concepts

1. Marketing research is important because it can be used to identify marketing opportunities, solve marketing problems, implement marketing plans, and monitor marketing performance.
2. Individual businesses, various manufacturers, wholesalers, retailers, departments within local, state, and federal governments, and nonprofit organizations all conduct marketing research.
3. Information about consumers and their buying habits are stored in customer databases.

Practice Academics

Social Studies

4. Accept all reasonable and complete responses that use proper grammar, mechanics, and are of proper length. The students must demonstrate an understanding of database marketing and be able to identify several benefits and strategies to achieve effective CRM.

Mathematics

5. 15% ($\$5,700 \div \$38,000$).