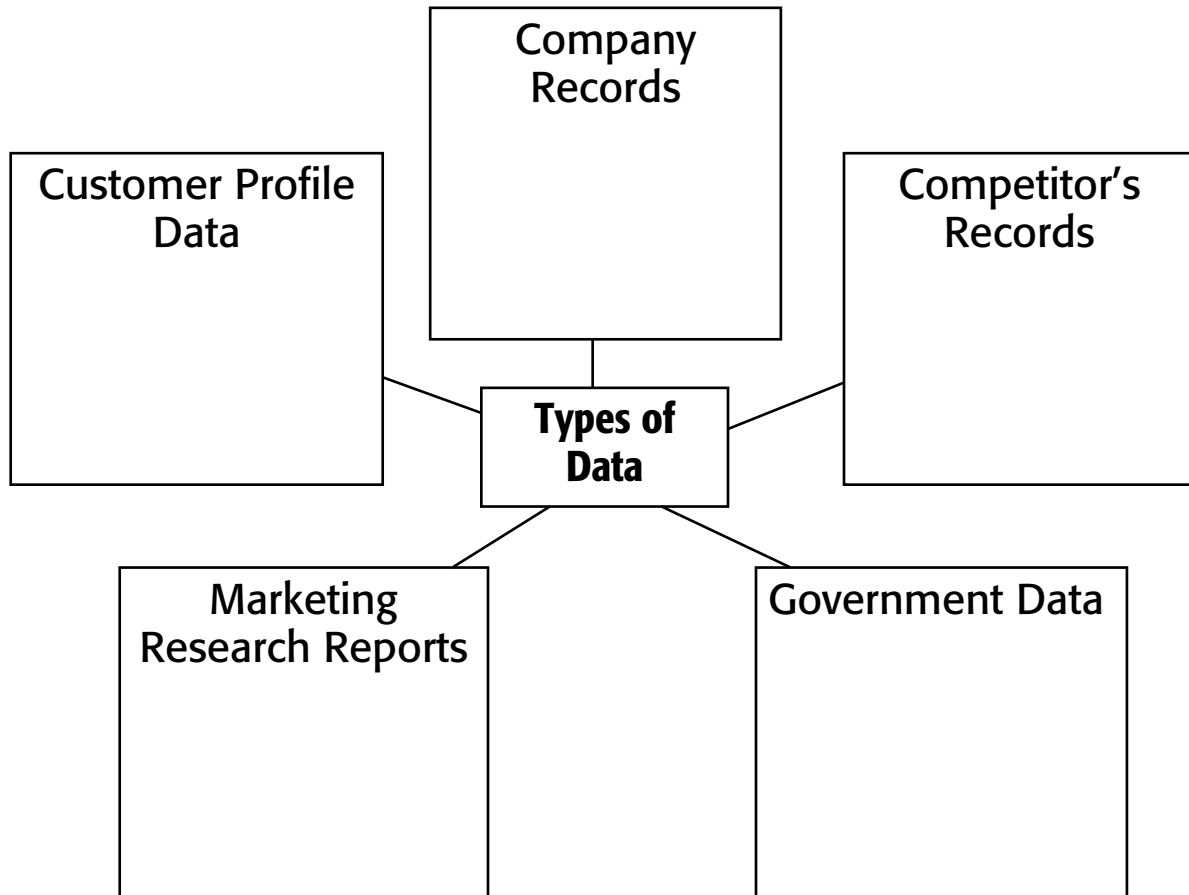


Chapter 28 Marketing Research

Types of Data

Directions Use this graphic organizer to elaborate on different types of data.



Chapter 28 Marketing Research

Using Technology to Gather Information

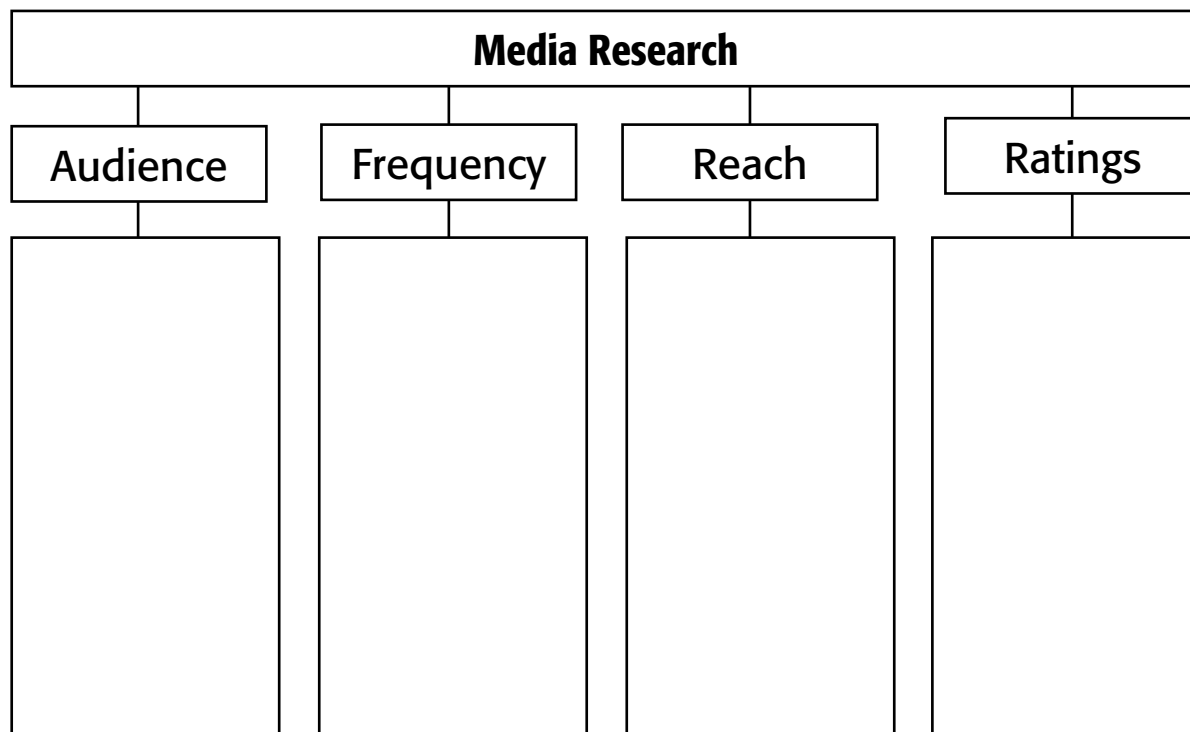
Directions Use this graphic organizer to outline ways technology is used to gather information.

Using Technology to Gather Information	
I. Customer Loyalty Programs	
A.	
B.	
II. Computer Software	
A.	
1.	
2.	
B.	
1.	
2.	
III. Consumer Privacy	
A.	
1.	
a.	
b.	
2.	
a.	

Chapter 28 Marketing Research

Media Statistics

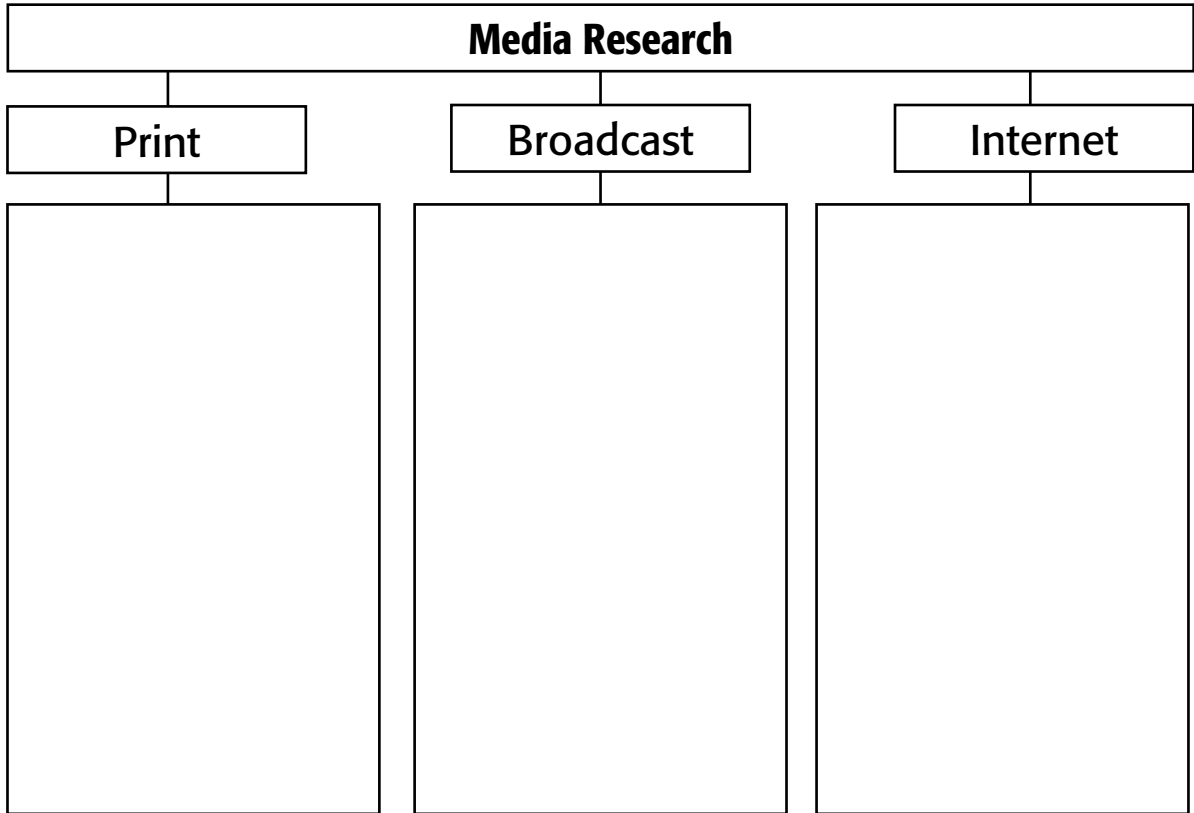
Directions Use this graphic organizer to provide details about the statistics for media measurement.



Chapter 28 Marketing Research

Media Research

Directions Use this graphic organizer to provide details about the measurements of media effectiveness.

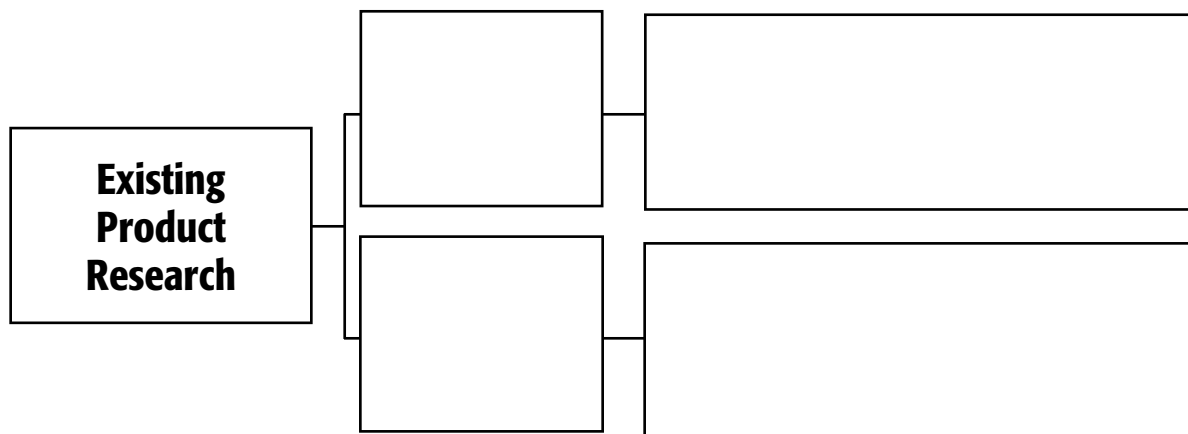


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Chapter 28 Marketing Research

Existing Product Research

Directions Use this graphic organizer to provide details about research tools and what type of data each is used to collect.



Chapter 28 Marketing Research

Global Marketplace

Directions Use this graphic organizer to list details about the global marketplace for each of the four Ps.

GOING GLOBAL WITH THE FOUR Ps			
P	PRODUCT	P	PLACEMENT
P	PRICE	P	PROMOTION

P PRODUCT
▶

P PRICE
▶

P PLACEMENT
▶

P PROMOTION
▶
▶

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