

Week 11

International Marketing Research

Objectives:

1. Define the terms and importance of Marketing research
2. How a company used a range of different research designs to launch a new product
3. Explain the scope of international marketing research

In the field of business and industry, the need for research is not only important but urgent and compelling. This is because, as may have been doubtless observed by most of us, changes brought about by the rapid strides in science and technology occur so fast that what is now in common use might indeed become obsolete tomorrow.

Defining International Marketing Research

International Marketing Research defines as market research conducted either simultaneously or sequentially to facilitate marketing decisions in more than one country. The process calls for studying the various market characteristics for facilitating marketing decisions that can be taken across countries.

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Roman Wölfel



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