

# MKT500 – Chapter Notes

## Chapter 1 – Introduction to Marketing Research

### Advertising Research is Part of Marketing

**marketing:** "meeting needs profitably" or "the activity, set of institutions, and processes for creating, communications, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

### service-dominant logic for marketing:

service-centered view of marketing that

- a) identifies core competencies
- b) identifies potential cx who can benefit from these ccs
- c) cultivates relationships with these cx by creating value that meets their needs
- d) gauges feedback from the market, learns from feedback, and improves the value offered to the public

marketing information allows managers to market goods and services properly!

### Marketing Concept

**marketing concept:** A business philosophy that holds the key to achieving organizational goals consists of the company being more effective than competitors in creating, delivering, and communicating customer value to its chosen target markets. Often referred to as being "market-driven" or "consumer-oriented" (puts the consumer first) (the right philosophy)

### The "Right" Marketing Strategy

**marketing strategy:** selecting a segment of the market as the target market and designing a proper mix of product/service/price/promotion, and dist'n system to meet these cx needs and wants

-need information to do this!

### What is Marketing Research?

**marketing research:** process of designing, gathering, analyzing, and reporting info that may be used to solve a specific marketing problem.

### Marketing Research or Market Research?

- marketing research is the broader of the two terms
- market research refers to applying marketing research to a specific market
- names often used interchangeably

### Goals of Marketing Research

1. Identify Market Opportunities and Problems
2. Generate, Refine, and Evaluate Potential Marketing Actions (Strategies)

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**Tao Wei**



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## **Table of Contents Shr Essent Mktg Resch Mktg Res**

1. Understanding the eBook Shr Essent Mktg Resch Mktg Res
  - The Rise of Digital Reading Shr Essent Mktg Resch Mktg Res
  - Advantages of eBooks Over Traditional Books
2. Identifying Shr Essent Mktg Resch Mktg Res
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Shr Essent Mktg Resch Mktg Res
  - User-Friendly Interface
4. Exploring eBook Recommendations from Shr Essent Mktg Resch Mktg Res
  - Personalized Recommendations
  - Shr Essent Mktg Resch Mktg Res User Reviews and Ratings
  - Shr Essent Mktg Resch Mktg Res and Bestseller Lists
5. Accessing Shr Essent Mktg Resch Mktg Res Free and Paid eBooks
  - Shr Essent Mktg Resch Mktg Res Public Domain eBooks
  - Shr Essent Mktg Resch Mktg Res eBook Subscription Services
  - Shr Essent Mktg Resch Mktg Res Budget-Friendly Options

6. Navigating Shr Essent Mktg Resch Mktg Res eBook Formats
  - ePub, PDF, MOBI, and More
  - Shr Essent Mktg Resch Mktg Res Compatibility with Devices
  - Shr Essent Mktg Resch Mktg Res Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Shr Essent Mktg Resch Mktg Res
  - Highlighting and Note-Taking Shr Essent Mktg Resch Mktg Res
  - Interactive Elements Shr Essent Mktg Resch Mktg Res
8. Staying Engaged with Shr Essent Mktg Resch Mktg Res
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Shr Essent Mktg Resch Mktg Res
9. Balancing eBooks and Physical Books Shr Essent Mktg Resch Mktg Res
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Shr Essent Mktg Resch Mktg Res
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Shr Essent Mktg Resch Mktg Res
  - Setting Reading Goals Shr Essent Mktg Resch Mktg Res
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Shr Essent Mktg Resch Mktg Res
  - Fact-Checking eBook Content of Shr Essent Mktg Resch Mktg Res
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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