

Essentials Marketing Research Hands On Orientation

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Essentials Marketing Research Hands On

- Emphasize practical applications: A do-it-yourself approach and detailed real-world cases let students see how marketing research is actually conducted.
- Foster interest through contemporary content: Current examples and an emphasis on online market research and social media helps students understand the relevance of course material.

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Case Summary: Marketing research was evolved a century ago when in 1895 it was first conducted by a professor through telegram who wants to know the scope of advertising in the future by sending a questionnaire to advertising agencies. Also, marketing research was done through the collection of census data. After that in 1930, it was conducted by some ladies wearing white gloves through the ...

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- Foster interest through contemporary content: Current examples and an emphasis on online market research and social media helps students understand the relevance of course material.

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