Principles of Marketing

Learning Targets for Chapter 8:

# I can…

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| POM  Standard | Description/Skills Set | Level of Knowledge  1 – got it  2 – getting it  3 – no clue | Level of Knowledge  1 – got it  2 – getting it  3 – no clue |
|  |  | **Beginning of Chapter** | **End of Chapter** |
| 8.1-1 | Identify two types of data gathered through marketing research. |  |  |
| 8.1-2 | Discuss trend research. |  |  |
| 8.1-3 | Explain the purpose of a marketing-information system. |  |  |
| 8.2-1 | Identify steps in the marketing-research process. |  |  |
| 8.2-2 | Describe reasons why marketing research may be unreliable. |  |  |

**Chapter 1 Key Vocabulary**

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| marketing research |  |
| data |  |
| database |  |
| primary data |  |
| representative sampling |  |
| qualitative data |  |
| quantitative data |  |
| focus group |  |
| survey |  |
| variable |  |
| secondary data |  |
| marketing trend |  |
| social trend |  |
| marketing-information system (MkIS) |  |
| database marketing |  |
| hypothesis |  |
| raw data |  |
| data mining |  |
| table |  |
| graph |  |
| chart |  |
| reliability |  |
| validity |  |
| order bias |  |