

Marketing Research Project Manual



This manual is intended for an introductory marketing research course that requires a marketing research project. The manual has been developed to assist the student throughout the various stages of a marketing research project. It is organized around the steps of the research process. This manual is designed to answer the common questions that, experience suggests, arise throughout the student project. It is not intended as mini-text, but rather as a complement to a standard text in marketing research.

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