

Marketing management hand outs assignment

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**ASSIGN
BUSTER**

The researcher tabulates the data and develops one way or two way frequency distribution. The researchers should not try to overwhelm the management with lots of numbers and fancy statistical techniques?? this will lose them. The researchers should present major findings that are relevant to the major marketing decisions facing management. Business / Economic and Corporate research

1. Industry / market characteristics and trends
2. Acquisition/ diversification studies
- 3.

Market- share analysis

4. Internal employees studies (morale, communication, etc.) Pricing
5. Cost analysis
6. Profit analysis
7. Price elasticity
8. Demand analysis
- a) Market potential
- b) Sales potential
- c) Sales forecast
9. Competitive pricing analysis
10. Concept development and testing
11. Brand name generation and testing
12. Test market
13. Product testing of existing product
14. Packaging design studies
15. Competitive product studies
- Distribution
16. Plant / warehouse location studies
17. Channel performance studies
- 18.

Channel coverage studies

19. Export and international studies
- Promotion
20. Motivation research
- 21 . Media research
22. Copy research
23. Advertising effectiveness
24. Competitive advertising studies
25. Public image studies
26. Sales force compensation studies
27. Sales force quota studies
28. Sales force territory structure
29. Studies of premiums, coupons, deal, etc.
- Buying behavior
30. Brand preference.