SPORTS AND ENTERTAINMENT MARKETING

MRS. BUSHEY

CHAPTER 5

MARKETING-INFORMATION MANAGEMENT

* 1. THE NEED FOR SPEEDY INFORMATION Page 122

NAME

Please underline your answers.

1. To gain market share, businesses must
2. What is syndicated research?
3. What are polls?
4. What is the Gallup Organization?
5. What are engaged customers?
6. According to the U.S. Department of Labor, the number of careers in marketing research will
7. Most marketing researchers are employed
8. What are client-side researchers?
9. What is ACNielsen
10. What is an MBA

Answer questions 1 & 2 on page 125

Using the Internet, look up ACNielsen.com

1. What does Nielson do
2. Clients work with our services to:
3. What is their market measurement
4. What are their analytical tools and services
5. What are their diagnostic services
6. What state is Nielson headquartered
7. Nielson’s major regional business centers are located in 6 areas. What are they
8. When was ACNielsen established in the United States and by whom
9. The Nielsen Code defines the principles that would guide Nielsen to global leadership in marketing research. There are 8 principles that remain relevant today. What are the 8 principles and describe each.