SPORTS AND ENTERTAINMENT MARKETING

CHAPTER 5 – REVIEW

NAME

12 points

Type your name here and highlight it

Using Microsoft Word, type the correct answer to the following questions:

1. List the seven steps for marketing research?
2. What are the three degrees of research related to problem definition according to William G. Zikmund?
3. Why do companies want to gather information about their customers?
4. What can research companies do to encourage reluctant consumers to answer personal questions?
5. Who are engaged customers?
6. What are client side researchers?