

<<国际市场营销>>

图书基本信息

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内容概要

《普通高等教育“十一五”国家级规划教材·国际商务系列英语教材：国际市场营销（英文版）》通过过程评估及考试方式改革的全新做法，可实现学生自学能力、分析问题、信息搜寻、团队合作、口头报告、商务报告撰写诸多能力的培养，而摒弃传统教学中死记硬背商务概念和理论的做法。

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版权页：插图：5.2.8 Presenting the Research Plan At this stage, the marketing researcher should summarize the plan in a written proposal. A written proposal is especially important when the research project is large and complex or when an outside firm carries it out. The proposal should cover the management problems addressed and the research objectives, the information to be obtained, the sources of secondary information or methods for collecting primary data, and the way the results will help management decision making. The proposal also should include research costs. A written research plan or proposal ensures that the marketing manager and researchers have considered all the important aspects of the research, and that they agree on why and how the research will be done.

Implementing the research plan The researcher next puts the marketing research plan into action. This involves collecting, processing, and analyzing the information. Data collection can be carried out by the company's marketing research staff or by outside firms. The company keeps more control over the collection process and data quality by using its own staff. However, outside firms that specialize in data collection often can do the job more quickly and at a lower cost. The data collection phase of the marketing research process is generally the most expensive and the most subject to error. The researcher should watch fieldwork closely to make sure that the plan is implemented correctly and to guard against problems with contacting respondents, with respondents who refuse to cooperate or who give biased or dishonest answers, and with interviewers who make mistakes or take shortcuts.

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