

Name: _____ Date: _____



Chapter 4 Review

Listen and Speak

Instructions

In Chapter 4, you learned about the marketing research process and how it applies to effective decision making. When done correctly, the process can provide essential insight for business owners and lead to more effective decisions made within a company.

Working in small groups, prepare a digital presentation about ONE of the following topics. Listen and take notes on your classmates' presentations and ask follow-up questions.

Topics:

1. Components of the marketing research process
2. Limitations of market research
3. Benefits of market research
4. Technology that can be used to conduct market research on industry, customers, and competition