**4.08 Acquire foundational knowledge of marketing-information management to understand its nature and scope**

a. Identify ways that the use of technology impacts the marketing-information management function.

b. Describe how the use of the Internet for marketing-information management tracks and monitors customer website activities.

c. Discuss how customer-to-business communications on the Internet can be used in marketing-information management (e.g., email reminders, popup notices, online focus groups, etc.)

d. Describe how the use of Global Positioning Systems (GPS) can facilitate marketing-information management.

e. . How and why is Self-Regulation used in MIM?

1. What is frugging?
2. What is sugging?

**Conducting Primary Research**

Surveys must be valid & reliable. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_survey will measure what was intended to. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ survey will result in research that produces nearly identical results in repeated trials.

**Types of Questions a survey asks:**

* + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: Respondents construct response
    - Often more difficult to tabulate because responses vary
    - Typically provide more depth and greater detail
    - Quantitative: Asks questions that result in a #
    - Qualitative
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: Respondents choose response from list of answers.
    - Two Choice Questions Yes / No
    - Multiple Choice Grade Level: 9 10 11 12
    - Rating/Rankings: 1 2 3 4 5
    - Levels of agreement Agree Somewhat Agree Neutral Somewhat Disagree Disagree

**Research Assignment**

**The purpose of this assignment is to create a research instrument (survey) that is…**

**Based on one identifiable problem**

**Well written enough to be ensure validity**

**Easy to tabulate responses and report outcomes for use in solving initial research problem**

**You & a partner are to create a survey that incorporates at least 12 questions on any topic (problem) you wish to gain more information on.**

**You will then conduct “attitude or opinion research” by distributing the survey to at least 5 other people, collecting the responses, & tabulating the information you collect so that you can recommend a solution.**

**Your survey should contain the following:**

**A minimum of 2 questions that are related to respondent demographics**

**A minimum of 2 Yes/No questions**

**A minimum of 2 Multiple Choice questions**

**A minimum of 2 Rating Scale questions**

**A minimum of 2 Level of Agreement questions**

* **A minimum of 2 Open Ended questions**

**ALL questions must relate to the research problem – all should produce data that you can use to address or solve the problem identified. Questions should be worded in a way that is un-biased, not leading the respondent to one particular answer.**

* **After collecting the survey; tabulate your findings**
* **Give at least 2 conclusions & recommendations you can draw from your results**
* **You will turn in 5 surveys completed, your tabulations, & your conclusions / results**

**Based on the information you collected; do you think your survey was valid? Why & Why Not.**