

Assignment 1: Marketing Research	Week 1-2
Week 1	
1. Explain the importance of marketing research in the context of business and its role in decision-making.	
2. Discuss the various types of marketing research (primary and secondary) and their applications in business.	
3. Identify the key steps in the marketing research process, from problem identification to data analysis and reporting.	
4. Discuss the importance of ethical considerations in marketing research, including data privacy and informed consent.	
5. Explain the role of marketing research in product development, pricing, promotion, and distribution.	
6. Discuss the challenges and limitations of marketing research, such as data quality, sampling bias, and interpretation.	
7. Explain the importance of marketing research in competitive analysis and market positioning.	
8. Discuss the role of marketing research in understanding consumer behavior and needs.	
9. Explain the importance of marketing research in evaluating marketing campaigns and advertising effectiveness.	
10. Discuss the role of marketing research in understanding the market environment and external factors.	
Assignment 2: Marketing Research	Week 3-4
Week 3	
1. Explain the importance of marketing research in the context of business and its role in decision-making.	
2. Discuss the various types of marketing research (primary and secondary) and their applications in business.	
3. Identify the key steps in the marketing research process, from problem identification to data analysis and reporting.	
4. Discuss the importance of ethical considerations in marketing research, including data privacy and informed consent.	
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9. Explain the importance of marketing research in evaluating marketing campaigns and advertising effectiveness.	
10. Discuss the role of marketing research in understanding the market environment and external factors.	
Assignment 3: Marketing Research	Week 5-6
Week 5	
1. Explain the importance of marketing research in the context of business and its role in decision-making.	
2. Discuss the various types of marketing research (primary and secondary) and their applications in business.	
3. Identify the key steps in the marketing research process, from problem identification to data analysis and reporting.	
4. Discuss the importance of ethical considerations in marketing research, including data privacy and informed consent.	
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8. Discuss the role of marketing research in understanding consumer behavior and needs.	
9. Explain the importance of marketing research in evaluating marketing campaigns and advertising effectiveness.	
10. Discuss the role of marketing research in understanding the market environment and external factors.	

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