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## PART II SECTION A TEACHING NOTES FOR CHAPTERS CHAPTER FIVE SECONDARY SOURCES OF MARKETING DATA

### Learning Objectives

- List the various secondary data sources.
- Discuss the uses of secondary data.
- List the benefits and limitations of secondary data.
- Describe the internal sources and forms of secondary data.
- Explain the value of demographic, economic, and social statistics contained in census data.
- Explain the importance of the North American Industry Classification System.
- Discuss how to appraise secondary sources.
- Describe applications of secondary data.
- Discuss the sources of secondary data used in international marketing research.
- Explain the problems associated with secondary data in international marketing research.
- Discuss applications of secondary data in domestic and international marketing research.

### Teaching Suggestions

In one important sense this chapter and the next one represent a transition, from the introductory planning and design issues, to the specific activities of collecting and interpreting data. The objectives for this chapter should be:

# Marketing Research Aaker Manual

**J Rink**



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