



# Marketing Research Project Manual

*Glen R. Jarboe*

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# Marketing Research Project Manual

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## **Marketing Research Project Manual** Glen R. Jarboe

Learn how to plan and conduct a marketing research project, analyze the data, and present your findings in this clear, concise project manual. This manual, featuring the marketing research activities of an electric utilities corporation, takes you step-by-step through interviewing, turning research objectives into a questionnaire, choosing a sampling method, designing sampling plans, entering survey data into the computer, preparing a research report, and translating your results into recommendations. Clear, concise explanations of each step are provided to ensure that you develop these valuable marketing research skills through real, hands-on experience.

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