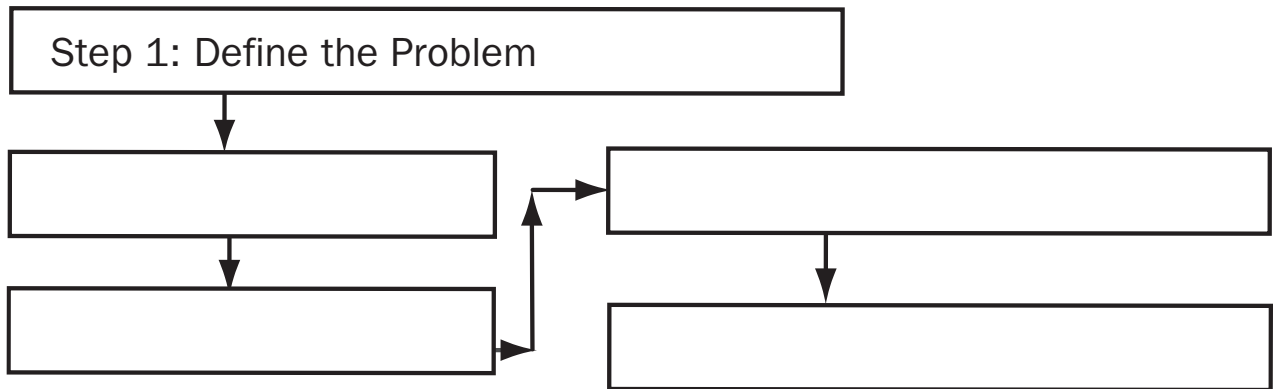


# THE MARKETING RESEARCH PROCESS

## Study Organizer

**Directions:** Construct a flow chart like the one below to record the steps in conducting marketing research.



# THE MARKETING SURVEY

## Study Organizer

**Directions:** Complete an outline of Section 29.2 by listing headings, subheadings, and key concepts.

