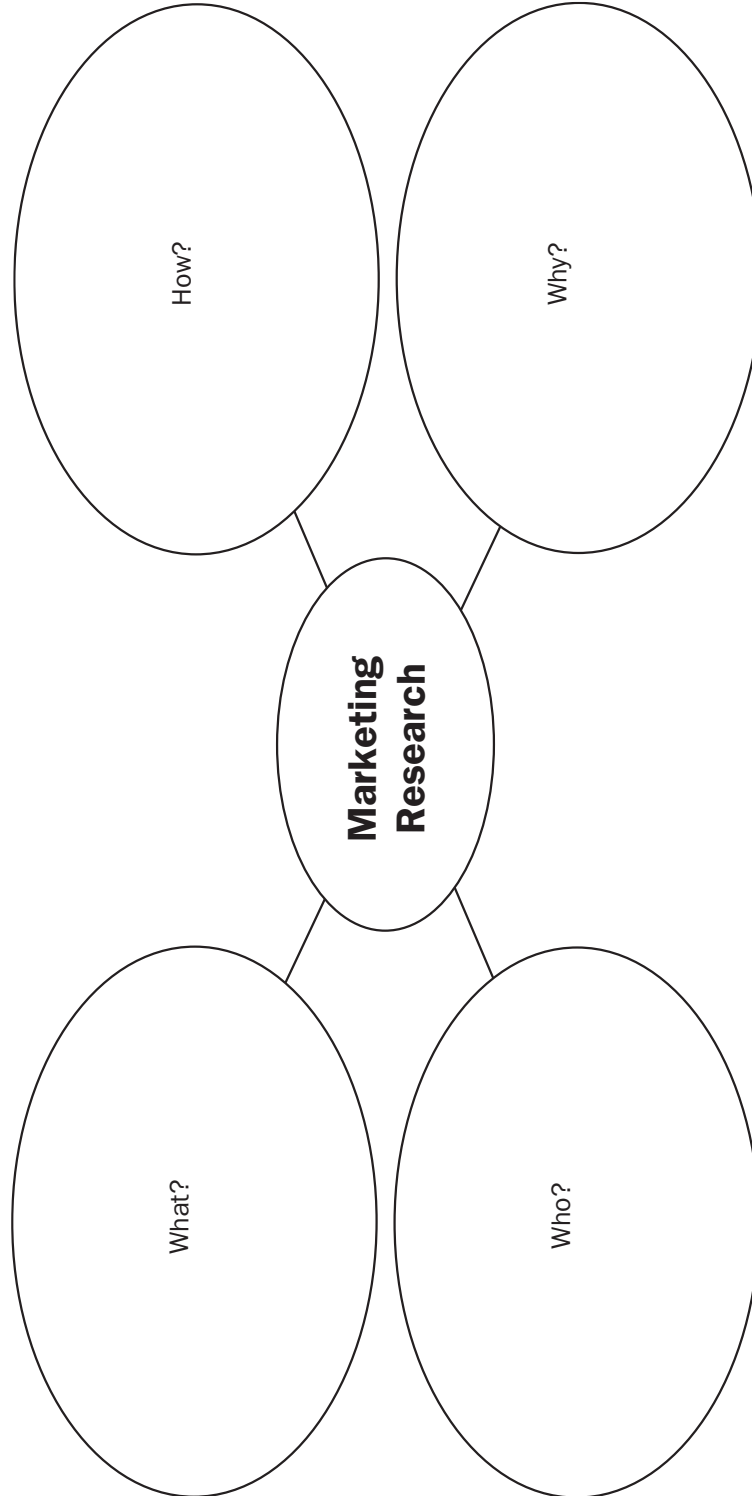


# Graphic Organizer Section 28.1

## MARKETING INFORMATION SYSTEMS

### Graphic Organizer

**Directions:** Draw this chart for taking notes about the main concepts for marketing research.



## Graphic Organizer Section 28.2

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# TYPES, TRENDS, AND LIMITATIONS OF MARKETING

### Graphic Organizer

**Directions:** Draw this chart to note the differences between quantitative and qualitative research.

