

MKTG 525 Week 2: Consumer and Business Buyer Behavior

Explain how marketing intelligence differs from marketing research. Which is more valuable to a company? Why? Give an example in your answer.

Version 1

Explain how marketing intelligence differs from marketing research.

I found this question extremely interesting since I'm a ranked officer in a Military Intelligence unit. What I discovered in our textbook, was a definition of the two that are fairly similar to what we use both of these tools inside the US Army. What I believe is the main difference between market intelligence and market research is the goal. Market intelligence is company-focused, while market research is done to learn more about customer preferences. Both are used to help businesses understand and develop marketing strategies.

References: