

MKTG 525 Week 3 Discussion

Marketing researchers use primary and secondary data to derive customer insights. For your Course Project, you are asked to use authoritative sources from the DeVry Library (Links to an external site.) to collect secondary data. Share an example of a source you are using to collect secondary data for your project and how you qualified that source as authoritative. If it was difficult to find the secondary data you were looking for, what primary research would you conduct to fill the gaps in the data?

Hey Class,

This is one of my favorite subjects to discuss, relating to marketing research. Your text explains you have two types- primary and secondary research. Simply put, primary research is data you collect first hand and secondary research is data found somewhere else such as databases, articles, journals, etc. This week, visit the DeVry Library and find an example of a source you will use for your Course Project and discover any gaps that may be found in the research. I look forward to reading your post this week.