

MARKETING INFORMATION MANAGEMENT STUDYGUIDE

You may NOT use your notes on the test, but you can use this study guide. Use your resources (notes, ppts, my website, etc.) to prepare your study guide. Write (NO TYPING) your answers on a separate sheets of paper. Staple this printed study guide on TOP of the separate sheets with your answers. You may ONLY use YOUR OWN study guide on the test. It is highly recommended that you STUDY YOUR STUDYGUIDE!!! Don't just go through the motion of writing down answers – STUDY THEM!

1. Know how to read & follow directions, how to spell words correctly, & how to print neatly/legibly.
2. Be able to use common sense & business sense to evaluate information.
3. Know the advantages & disadvantages of MIM
4. Know the 4 considerations for Marketing Research
5. Know the 5 main responsibilities of MIS
6. Know the 4 questions that MIM can answer
7. Know the 3 characteristics of useful marketing information
8. Know the 3 collection methods for primary data
9. Know the role of marketing-information management in marketing
10. Know the biggest limitation/disadvantage of MIM
11. Know the 3 requirements of a marketing-information management system
12. Know the 5 main responsibilities of MIM
13. Be able to explain the difference between formal & informal marketing research
14. Be able to explain the difference between MR & MIS
15. Be able to explain the difference between quantitative & qualitative information
16. Know the 6 sampling methods.
17. Be able to explain why marketers need to gather accurate information.
18. Know the 4 categories of market segmentation & be able to identify characteristics & samples of each.
19. Know the 4 P's of the marketing mix, how they relate to each other, & be able to identify characteristics & samples of each.
20. Know and be able to differentiate between a ranking scale, a rating scale, nominal data, & ordinal scales.
21. Know and be able to differentiate between the 4 types of research (attitude, market, media, & product).
22. Know and be able to differentiate between ordinal, interval, & ratio
23. Know and be able to differentiate between continuous & itemized
24. Know and be able to differentiate between comparative scale, forced choice, & paired comparison
25. Know & be able to differentiate between Likert, Semantic Differential scale, Stapel Scale, & Multi-Dimensional
26. Know and be able to differentiate between internal & external sources of MIM
27. Know and be able to differentiate between primary & secondary sources of MIM
28. Know and be able to differentiate between mass marketing & market segmentation
29. Be sure to practice & study the multiple choice questions for MIM available in ppt form on my website.