Marketing Questions
Using either (1) top handout in your packet or (2) Where to Find Information tab (left navigation bar) on your Class Guide:
Determine what sources you would use to:

1. Compile a competitors list

2. Find out about the industry such as trends, outlook, growth

3. Find consumer data such as demographics and psychographics to help determine your target market

4. Find a market strategy

5. Find industry segments

6. Determine market share

7. Find a SWOT Analysis

8. Research a high tech company