

# Marketing Research: Approaches, Methods And Applications In Europe

## By Raymond Kent

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**rgu: rgu module: market research (bsm016)** - definitions of marketing research; ethics in market research; KENT, R., 2007. Marketing research: approaches, methods and applications in Europe .

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**the four main approaches - types of research - understanding** - the use of multiple methods to study a research problem (methodological triangulation) Advocacy/participatory approach to research (emancipatory)

**mktu9m8 - marketing dissertation (spring, core)** - Marketing Dissertation (MKTU9M8) Kent, R. (2007) Marketing Research. Approaches, Methods and Applications in Europe. Cengage, London.

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