Continuing to pave the new way to both teach and learn, MKTG2 is designed to truly connect with today's busy, tech-savvy student.

This second Asia-Pacific edition offers expanded and up to date content, a new chapter on branding and covers the importance of sustainability and ethics in marketing.

The blended learning approach to enhance the learning experience offers students access to a suite of online interactive learning tools, such as Search me! marketing and a CourseMate website, packed with videos, podcasts, flashcards, marketing plan, quizzes, games and more. Tear out review cards help students learn important concepts faster.

MKTG2 delivers a fresh approach to give students what they need and want in a text. Equip students with the tools required to successfully undertake their Certificate IV or Diploma of Marketing course.

The material in this course was provided by Cengage Learning, Inc. for instructional use and review. Cengage Learning is the leading provider of learning materials for vocational learning in Australia.

Select a chapter below to open a menu from which you can access the relevant activities for that chapter.

You can return to this main menu screen at any time using the navigation options at the top of the screen.
6. Marketing information, decision systems and marketing research

In this chapter we discuss ways that organisations can gather information about the customer, the markets and the environment so that they can ensure better marketing decisions are made by the organisation.

Please select from the list below to enter an activity, or select the X button at the top right to return to the main menu.

Read the chapter (Marketing information, decision systems and marketing research)
Listen to the audio summary (Marketing information, decision systems and marketing research)
Download the PowerPoint (Marketing information, decision systems and marketing research)
Watch the video: Ogden Publications
Activity workbook (Marketing information, decision systems and marketing research)
Student quiz (Marketing information, decision systems and marketing research)
Test Bank (Marketing information, decision systems and marketing research)
Read the chapter review (Marketing information, decision systems and marketing research)

This is the perfect Introduction to Marketing course, that complements and supports both BSB41307 Certificate IV and BSB51207 Diploma in Marketing qualifications from the BSB07 Business Services Training Package.

This course provides a fresh approach to marketing giving students what they need and want in a course — accessible, easy-to-read content with a support package for on the go study. The MKTG2 course equips students with the skills, knowledge and practical components to become successful in their chosen marketing careers.

Covering a range of topics from the promotional mix, branding, consumer behaviour, pricing, market segmentation and marketing communications to name a few, and a huge range of pedagogical features in addition to local cases, examples and content, make this course top of its class.

Add to that the generous amount of support materials for the instructor, including an instructor manual, PowerPoint presentations, artwork and more. Available with the full course or by chapter.

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