

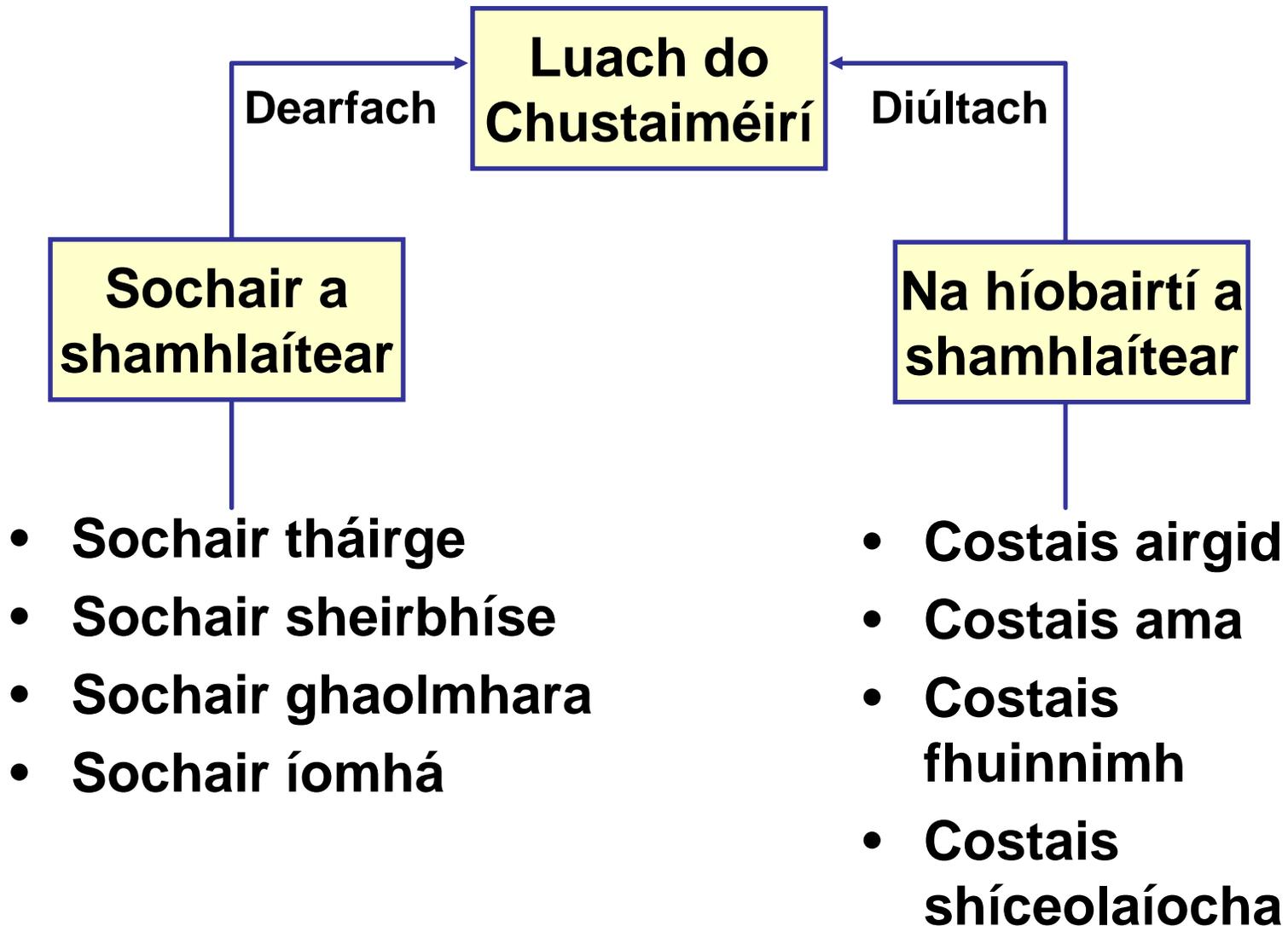


Margaíocht & Taighde Margaíochta

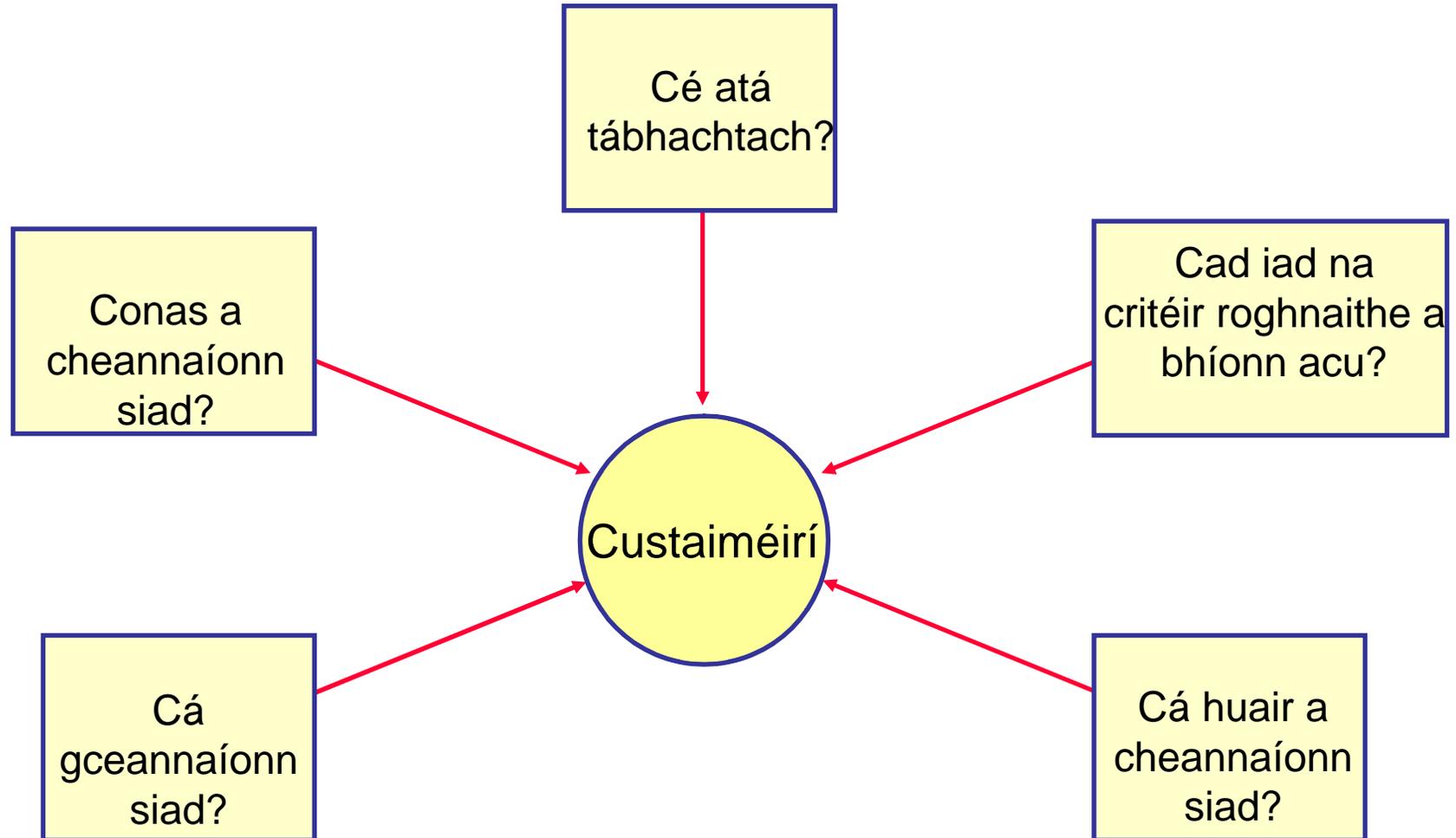
Fiontraithe le Gaeilge
BÁC, DF 2006

Emer Ní Bhrádaigh
Fiontar, DCU

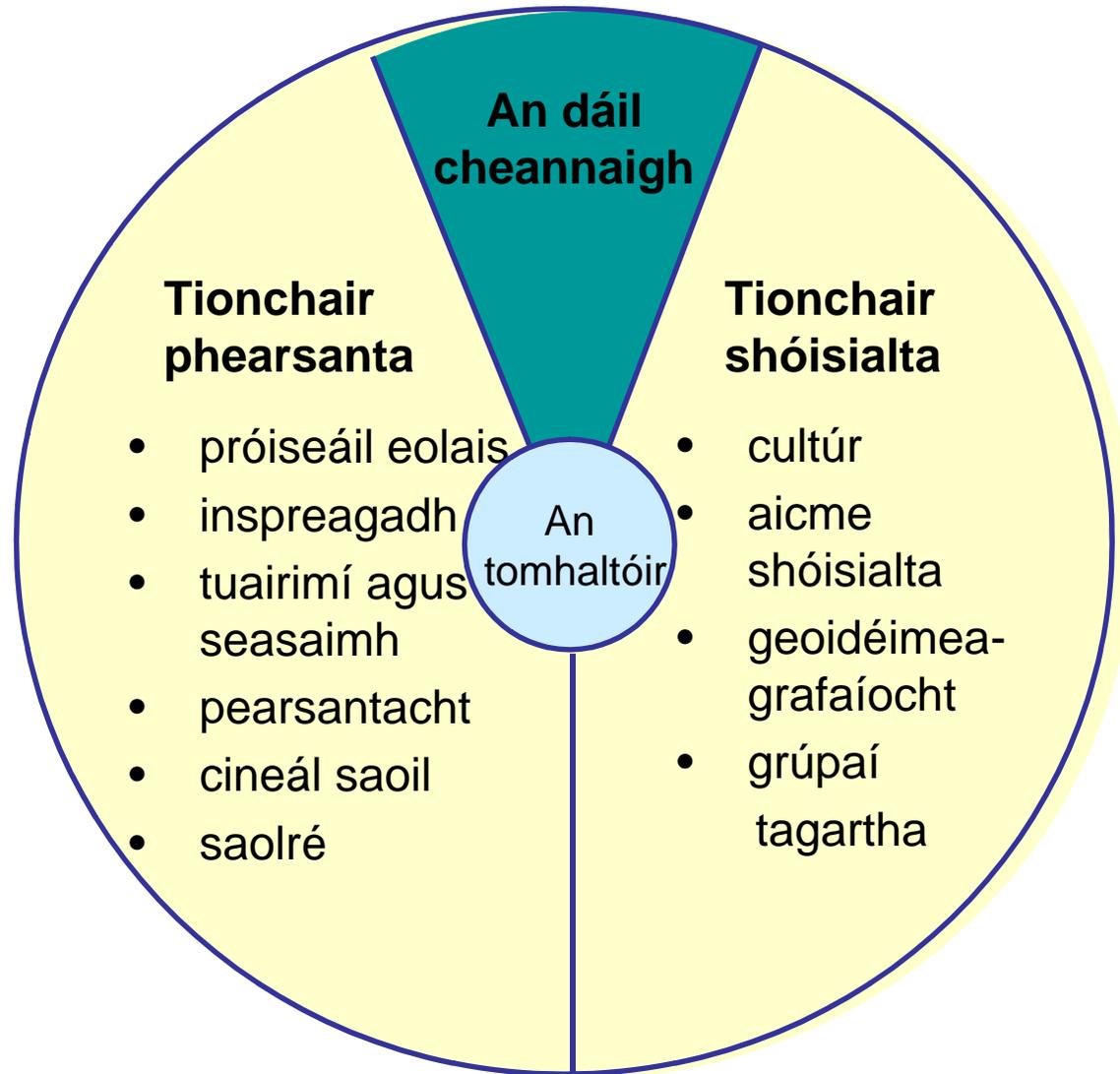
A Luach a Thabhairt do Chustaiméirí



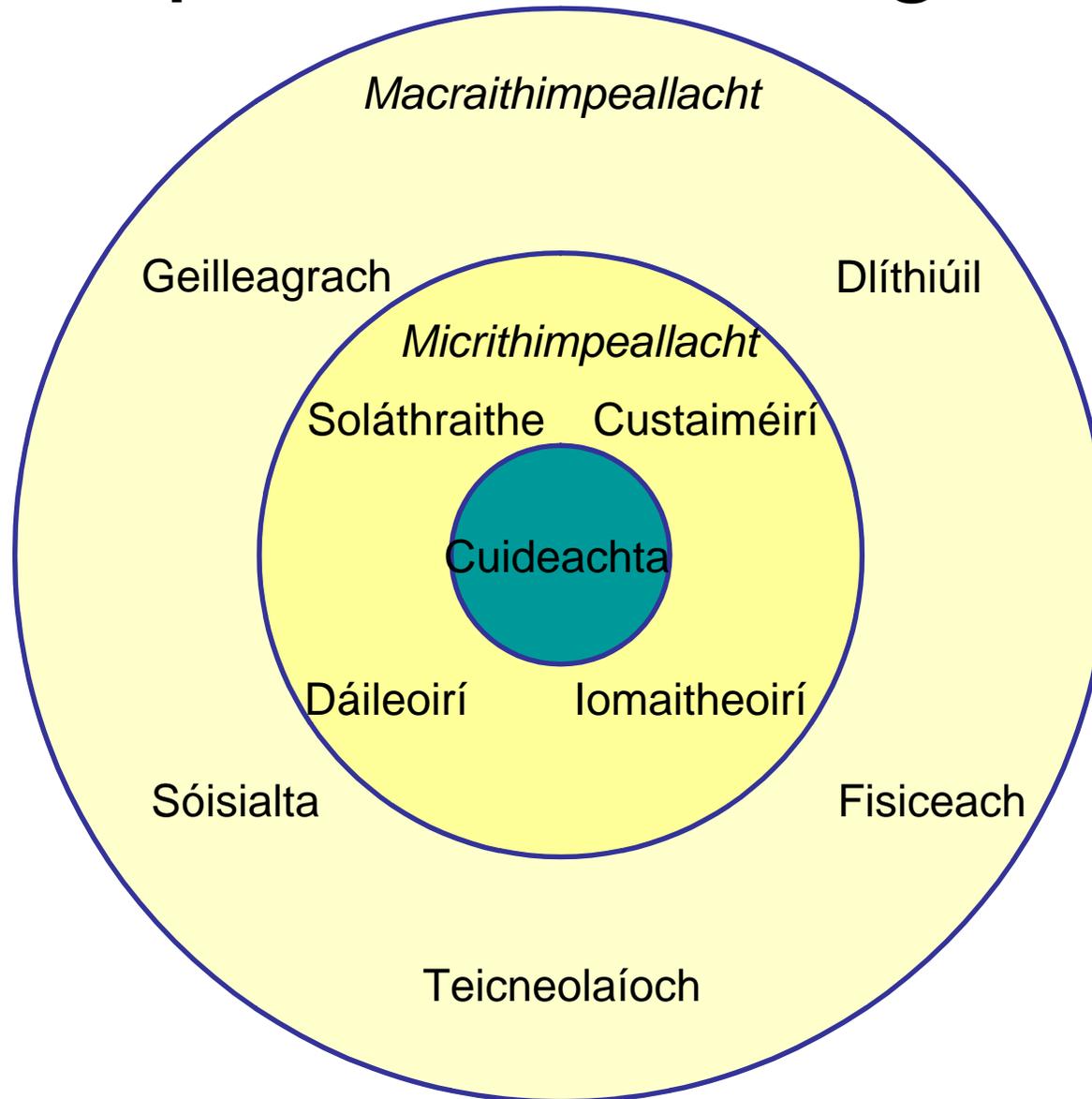
Custaiméirí a thuiscint



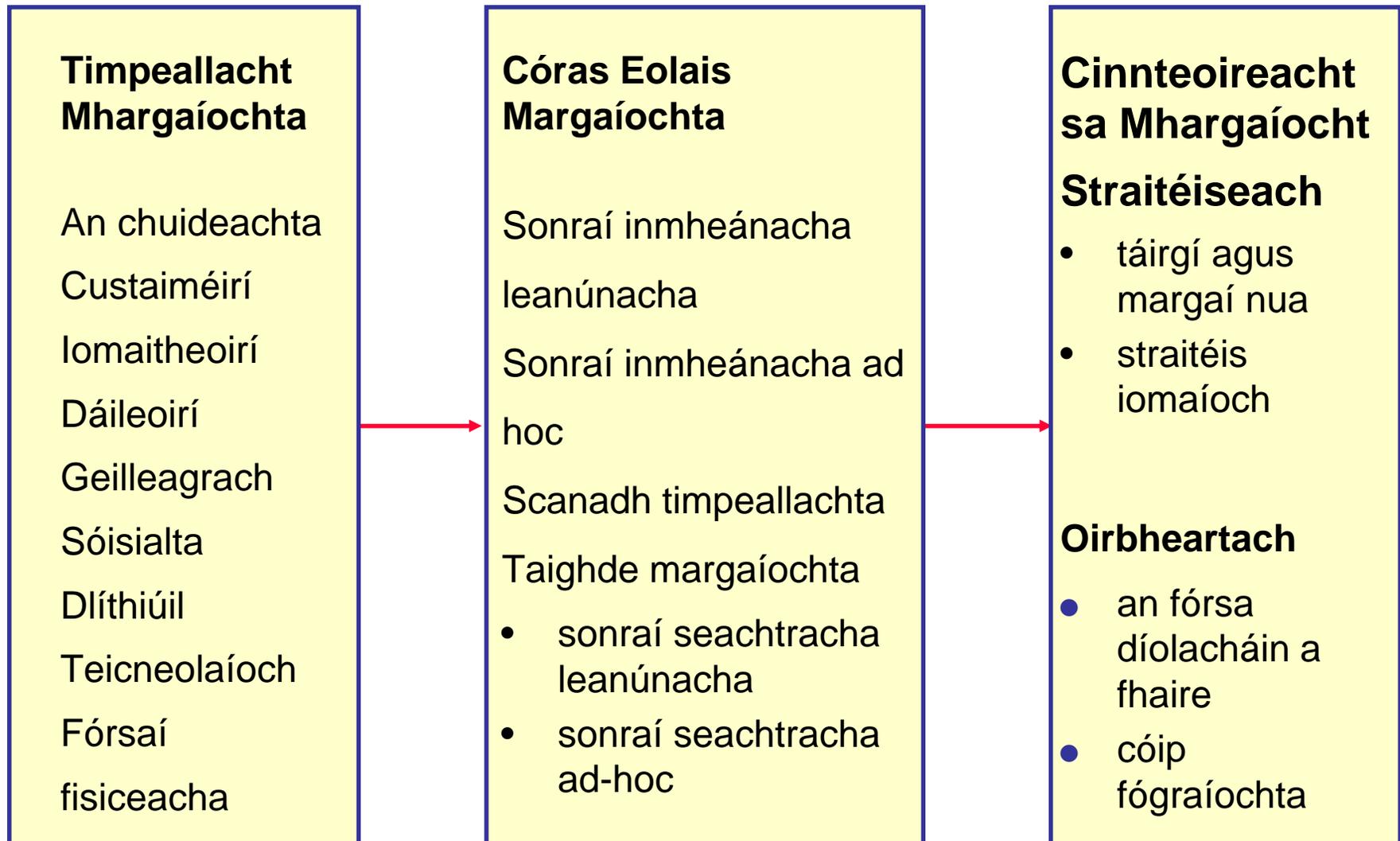
Tionchair ar Iompar Ceannaigh Tomhaltóirí



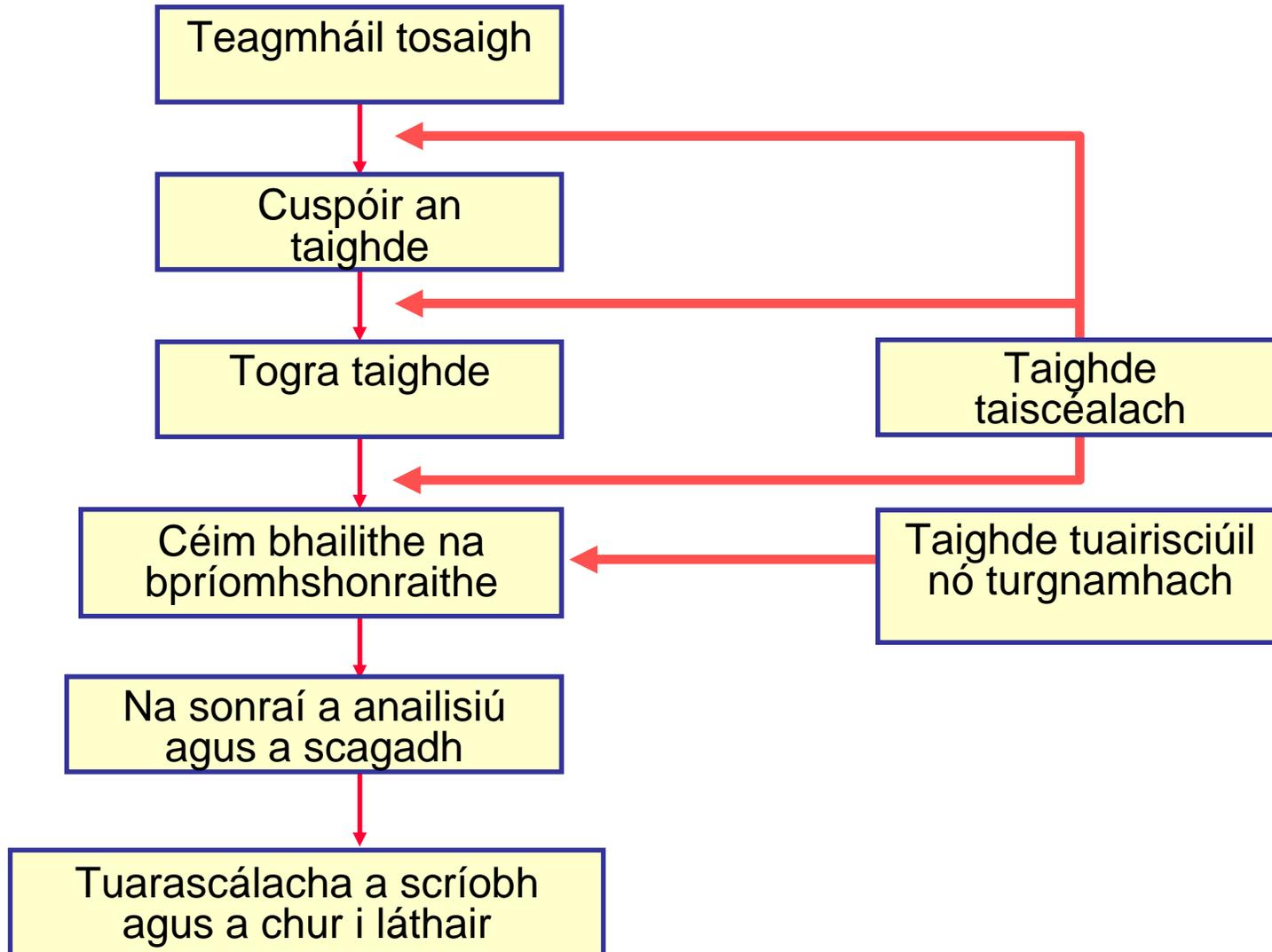
An Timpeallacht Mhargaióchta



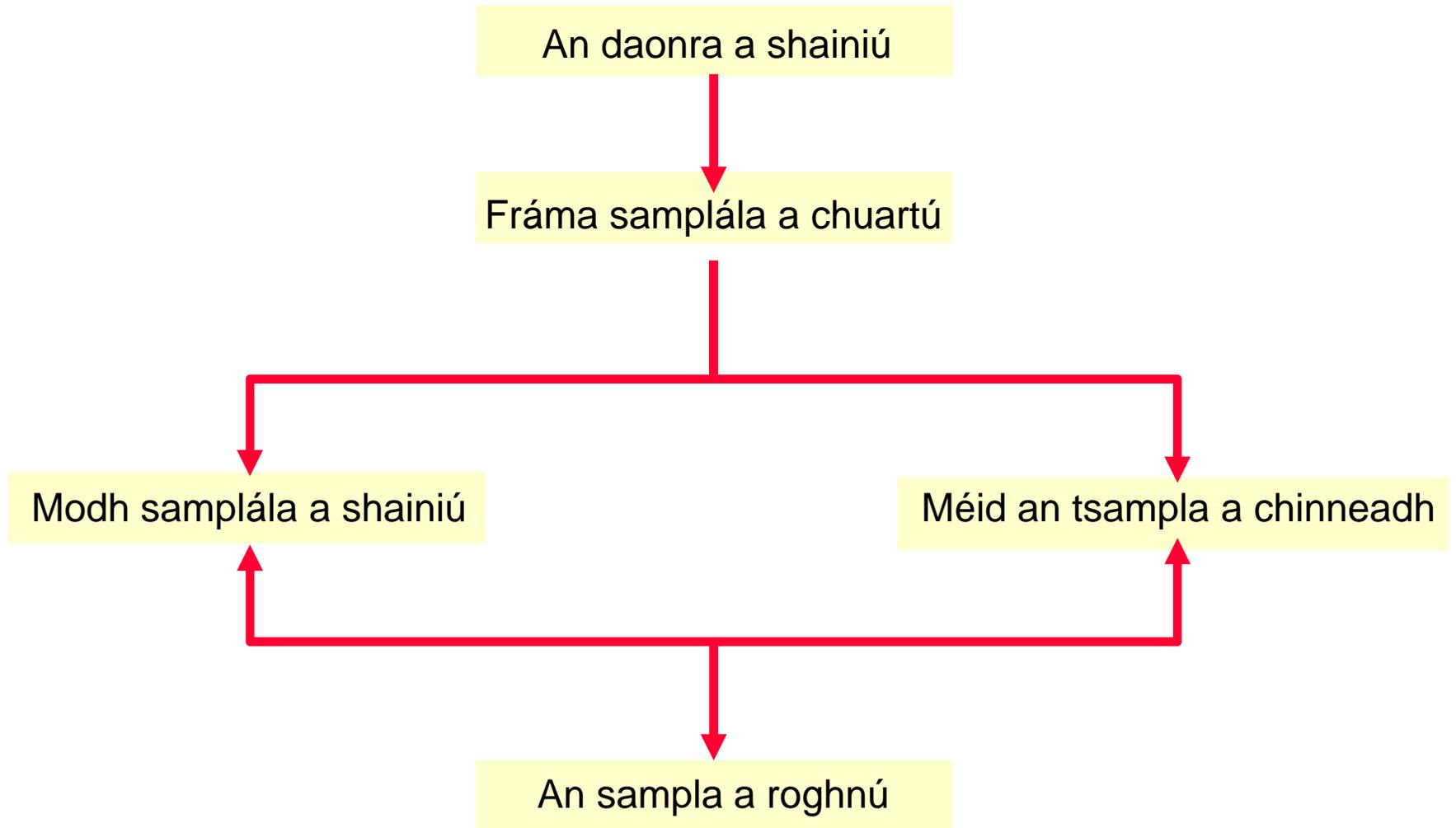
Córas Eolais Margaíochta



Próiseas an Taighde Mhargaíochta



An Próiseas Samplála



+

Céimeanna i bhForbairt Cheistneora

An Chéim Phleanála



- An fhadhb thaighde a shainiú
- Taighde taiscéalaíoch



An Chéim Dheartha



An Chéim Theorach

- 
- An t-eolas a theastaíonn
 - An daonra a shainiú
 - Spriocghrúpaí
 - Modh oibre an tsuirbhé

+

Céimeanna i bhForbairt Cheistneora

An chéim phleanála



An chéim dheartha



An chéim threorach

- Topaicí a chur in ord
- Cineálacha ceiste
- Friotal agus treoracha
- Leagan amach
- Scálú
- Tóireadóirí agus leideanna
- Códú

Céimeanna i bhForbairt Cheistneora

An chéim phleanála



An chéim dheartha



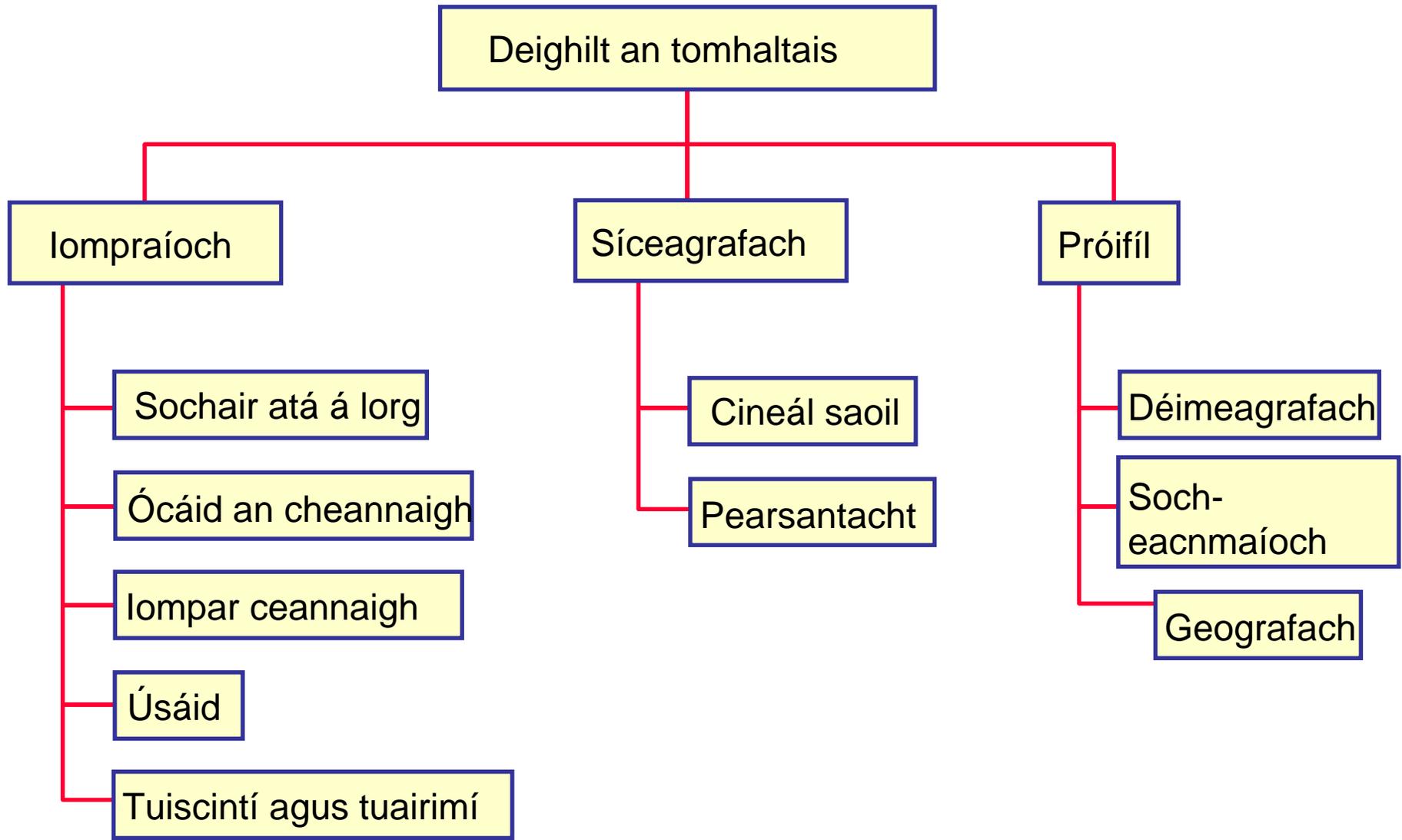
An chéim threorach →

- Treoirhástáil
- Athdhearadh

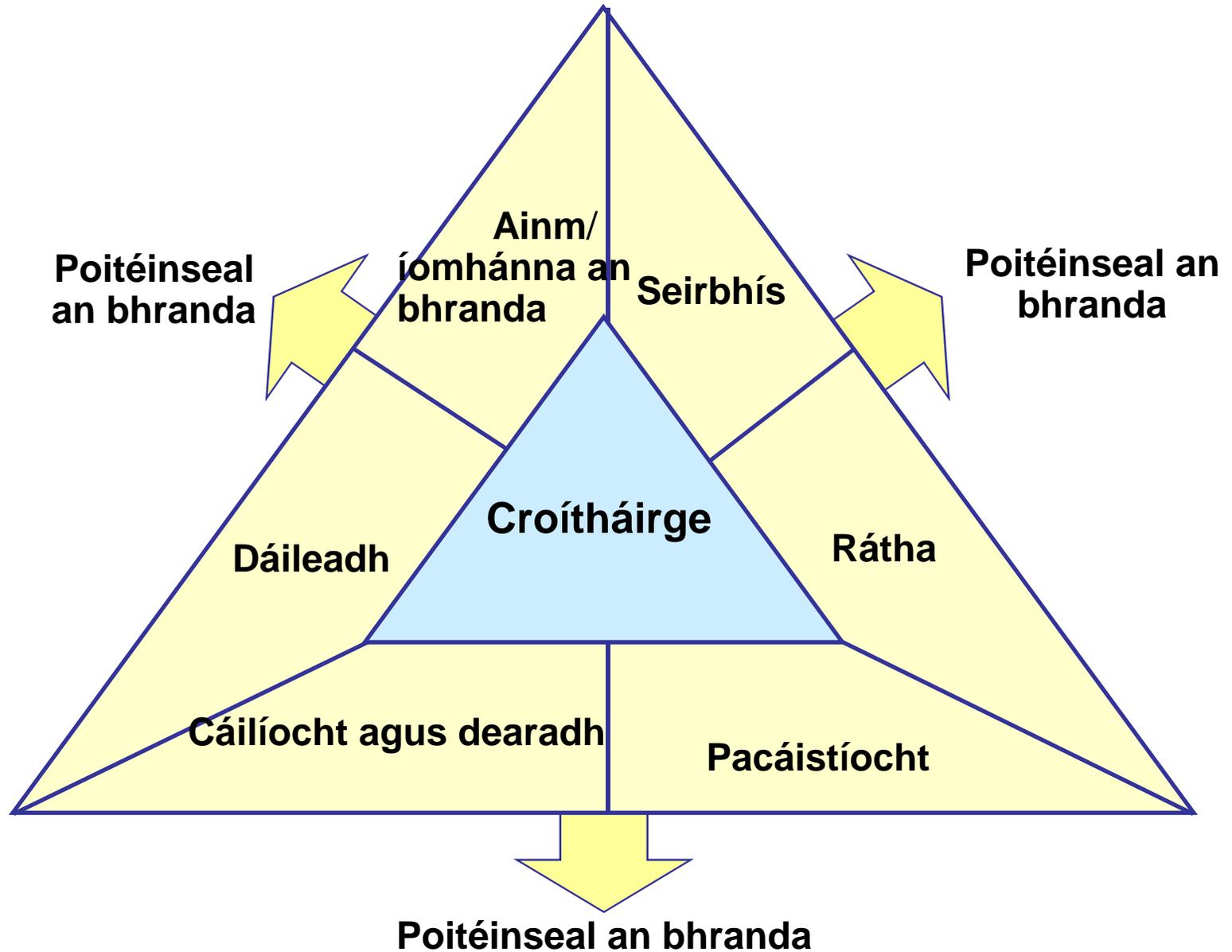


- Ceistneoir críochnaithe

Ag Deighilt Mhargaí Tomhaltais



Branda a Chruthú



Leabhair Úsáideacha

Domegan, Christine & Declan Fleming (2003) *Marketing Research in Ireland: theory and practice*, Gill & Macmillan, Dublin

Rogan, Donal (2003) *Marketing: an introduction for Irish Students*, Gill & Macmillan, Dublin

Jobber, David & John Fahy (2006) *Foundations of Marketing*, McGraw Hill, Maidenhead