Student Name

Assignment Title

Colorado Technical University

Date

Introduction

 Introduce the topics you will cover in your paper. Use 12-point Times New Roman font, double-space, and indent each paragraph throughout your assignment. Each paragraph should include a topic sentence, at least 2 qualifier sentences, and a transition, for a total of 4 sentences. Use APA in-text citations where your references are used. Do not change the document margins. The assignment should be 4–6 pages (plus the title page and the reference page).

Marketing research is conducted to collect, record, analyze, and interpret data relative to your business market and product category. Global market research is done with the same purpose; however, the scope of the research is for organizations conducting business on a worldwide scale. There are many tools available for market researchers online. One of these tools is Google Trends. Please access Google Trends to learn more about how this site works. Enter the search term “baby formula.” On the results page, make note of the trends in the United States. Select “Worldwide.” Make note of the trends worldwide.

Another tool is Statista. Access this site and enter the search term “baby formula.” On the results page, make note of the search results categories.

Finally, another free tool is the Google Dataset Search. Access this site and enter the search term “baby formula.” Make note of the type of data available within this tool.

Using what you have learned, answer the following:

Explain the types of information you can find using each marketing research tool.

Type your response here.

Analyze and explain the purpose of using each of the marketing research tools.

Type your response here.

Evaluate the three tools provided. Explain which of these tools you would use to determine where the greatest need for baby formula is. Provide evidence from the tools to defend your position.

Type your response here.

Explain why it is important to utilize more than one tool to determine marketing opportunity for brands.

Type your response here.

Conclusion

 Summarize the main points of your paper. Be sure to proofread your assignment for organization, grammar, punctuation, and APA style.

**References**

Cite 1-3 sources in APA format. Here are some examples of references cited in APA format:

Gliddon, D. G., & Rothwell, W. J. (2018). *Innovation leadership*. Routledge. <https://login.proxy.cecybrary.com/sso/skillport?context=137758>

Khan, M. A., Ismail, F. B., Altaf, H., & Basheer, A. (2020). The interplay of leadership styles, innovative work behavior, organizational culture, and organizational citizenship behavior. *Sage Open*, *10*(1). <http://dx.doi.org.proxy.cecybrary.com/10.1177/2158244019898264>

Kmec, J. (2012, March 13). *Where’s the boss? And what counts as “work”?* The Society Pages. <https://thesocietypages.org/socimages/2012/03/13/wheres-the-boss-and-what-counts-as-work/>