

# MKT 3600 Final Exam Study Guide

## Chapter 13: Sampling

### Sampling Procedures

- Target population: the total of all the individuals whose characteristics are the focus of the marketing research project
- Sampling units: all the individuals in the target population for a given population
- Enumerate: list or numbering the relevant characteristics of all individuals in a population
  - Telephone, door-to-door, interviews
  - For census in general
- Sample: a group of individuals drawn from a population
  - Must come from target population
- Sampling Error**: the possibility that the researcher will fail to access the target population
  - Do identify all the individuals who qualify to participate in the study
  - Choose the actual individuals in that population
  - Those chosen make
    - List of attributes that allow the researcher to identify that all the individuals in the population
  - A good sampling frame includes most population members
  - A bad sampling frame omits some or many in that study

### Sampling and Error

- Sampling: just enumerating those who are in business does not mean enumerating them
- Systematic error bias: researcher's bias that introduces distortion and systematic in measurement
  - Researcher's bias often the result of conscious or unconscious identification
  - Sampling procedures are designed to avoid
- Random error: sampling error that researcher's bias is sampled items are made all population members or some or many systematically overrepresented or underrepresented in that population
  - Sampling procedures are designed to minimize either unexplained errors
  - Characteristics of subjects over a sampling procedure that will cause sampling error
- Probability samples: representative samples that could bias
- Non-probability samples: non-representative samples that introduce bias

# Mta Study Guide For Exam 3600

**BM King**



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