

CFAM1.2.1

Define the need for market research



Overview

This is about defining the aims and objectives for market research projects. It includes exploring the issues to be addressed and evaluating how research can inform a way forward.

This unit is recommended for marketing managers and market research specialists involved in establishing the aims and objectives of proposed market research. Such individuals may be employed directly within the organisation commissioning the research, or by an agency/consultancy.

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Performance criteria

- You must be able to:*
- P1 explore the circumstances creating the requirement for research, reviewing these with relevant individuals
 - P2 analyse the marketing problem and define the key areas to be researched
 - P3 identify and agree the research objectives
 - P4 suggest ways in which research may be able to address the problem identified
 - P5 identify the timescale and budget requirements for the proposed research, confirming that these are realistic
 - P6 confirm with the relevant personnel the agreed purpose of the research

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the principles of critical thinking and problem solving, and how to apply these to a given business problem
- K2 the importance of defining carefully the problem that market research is to address, and how this can be achieved
- K3 factors to consider when seeking to define the problem/issues to be researched
- K4 the principles, strengths and limitations of a range of approaches to research
- K5 the importance of involving the stakeholders fully in defining the problem, and in agreeing the purpose of the research

You need to know and understand:

Industry/sector specific knowledge and understanding

- K6 legal, regulatory and ethical requirements affecting the design and implementation of market research programmes

You need to know and understand:

Context specific knowledge and understanding

- K7 the nature of the business problem to be addressed including the factors impacting upon
- K8 key stakeholders within the organisation involved in commissioning the research
- K9 organisational requirements affecting the design and implementation of market research programmes

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Additional Information

Behaviours

1. You identify the range of elements impacting upon the problem/issues affecting the organisation, and how they relate to each other
2. You identify the implications, or consequences, of the elements impacting upon the problem/issues for the research to be undertaken
3. You listen actively, ask and encourage questions to check mutual understanding
4. You present information clearly, concisely and accurately
5. Key stakeholders within the organisation involved in commissioning the research
6. Organisational requirements affecting the design and implementation of market research programmes

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Developed by CFA Business Skills @ Work

Version number 1

Date approved April 2010

Indicative review date April 2012

Validity Current

Status Original

Originating organisation Chartered Institute of Marketing

Original URN NM1.2.1

Relevant occupations 1132 Marketing & Sales Manager
3543 Marketing Associate

Suite Marketing

Key words Marketing, sales, marketing management, market research, advertising, public relations