

CFAM1.2.3

Implement programmes to collect market research data



Overview

This is about implementing qualitative / quantitative market research programmes. It includes ensuring that those responsible for gathering the data are briefed appropriately, and that the programmes follow relevant ethical guidelines.

This unit is recommended for marketing managers and market researchers responsible for implementing research programmes. Such individuals might be employed directly within an organisation commissioning research, or by an agency/consultancy.

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Performance criteria

- You must be able to:*
- P1 review the market research plan, and confirm and agree the objectives, research instruments, actions and resources needed
 - P2 ensure that data collection methods are available that fulfil the requirements of the market research plan
 - P3 ensure that sufficient market research personnel are available, briefed and, where relevant, trained, to undertake the research required, confirming that everyone involved is clear about their roles and responsibilities
 - P4 ensure that all required material is distributed correctly
 - P5 monitor the research activities against the agreed plan, budget and associated targets and
 - P6 identify promptly any variances to the agreed plan and budget, and address these correctly
 - P7 monitor the research activity to check that all legal, industry, organisational and ethical guidelines are met, and address any irregularities promptly and correctly
 - P8 provide regular feedback upon progress against the plan to the relevant person(s) according to an agreed schedule
 - P9 review the research activities undertaken to inform future programmes

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 how to analyse and understand research plans in order to identify the research tasks to be undertaken
- K2 the principles of effective project management and how to apply these to implementing market research activities
- K3 the strengths and limitations of a range of methods for collecting and reporting on data for market research
- K4 how to select and implement the most appropriate data collection method(s) for a given research project
- K5 the importance of ensuring that market research teams understand fully their roles and responsibilities, and how to achieve this
- K6 the importance of briefing programmes and how to design and implement such programmes
- K7 how to implement monitoring systems appropriate to the various tasks undertaken
- K8 the importance of delivering within agreed budgets, and the ways of monitoring activities against plans and budgets
- K9 the importance of complying with all relevant legal and ethical requirements
- K10 how to establish and implement relevant and effective reporting processes

You need to know and understand:

Industry/sector specific knowledge and understanding

- K11 legal, regulatory and ethical requirements affecting the implementation of market research, and how to ensure compliance

You need to know and understand:

Context specific knowledge and understanding

- K12 organisational guidelines affecting market research
- K13 where relevant, the organisation's products/services appropriate to the market research activities
- K14 reporting procedures within the organisation, and key persons to be kept informed

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Additional Information

Behaviours

1. You identify the information and training needs of the research team
2. You adopt communication styles appropriate to people and situations
3. You present information clearly, concisely and accurately
4. You listen actively, ask and encourage questions, clarifying points to check mutual

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