

## CFAM1.2.4

### Collect market research data



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#### Overview

This is about collecting data using relevant market research methodologies and tools.

This unit is recommended for those involving in collecting market research data. Such researchers may be employed directly within the organisation commissioning the research, or for an agency/consultancy.

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#### Performance criteria

- You must be able to:*
- P1 ensure that respondents understand what is required in the data collection process, including, where appropriate, the purpose and duration of the process
  - P2 establish an environment in which respondents feel confident and comfortable in providing information
  - P3 select from a range of techniques those which are most appropriate for the research project
  - P4 where relevant, use research materials correctly and in accordance with the aims of the research plan
  - P5 conduct the collection of data in line with the aims of the research plan
  - P6 record findings accurately and fully, in line with the requirements of the research plan

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#### Knowledge and understanding

*You need to know and understand:*

##### **General knowledge and understanding**

- K1 the role of data collection in relation to a given research project, and the processes required to fulfil this role
- K2 the ethical and legal frameworks which underpin data collection
- K3 the processes involved in the effective collection of data
- K4 how the aims of the project might affect an individual's willingness to participate as a respondent, and how to respond accordingly
- K5 how your style of communication can affect an individual's willingness to respond
- K6 how to select the communication techniques which are the most appropriate for different respondents, and are in keeping with the requirements of the research project
- K7 the importance of accurate and appropriate recording of data
- K8 how to record data appropriately and accurately in relation to a given research project

*You need to know and understand:*

##### **Industry/sector specific knowledge and understanding**

- K9 legal, regulatory and ethical requirements affecting the collection of market research data

*You need to know and understand:*

##### **Context specific knowledge and understanding**

- K10 the purpose and aims of the data collection
- K11 where applicable, the organisation, and its products/services appropriate to the research being undertaken

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#### Additional Information

##### Behaviours

1. You adopt communication styles appropriate to respondents and the research situation
2. You present information clearly, concisely and accurately
3. You listen actively, clarifying points to check mutual understanding
4. You comply with legal requirements, industry regulations, organisational policies and professional codes

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**Developed by** CFA Business Skills @ Work

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**Version number** 1

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**Date approved** April 2010

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**Indicative review date** April 2012

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**Validity** Current

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**Status** Original

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**Originating organisation** Chartered Institute of Marketing

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**Original URN** NM1.2.4

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**Relevant occupations** 1132 Marketing & Sales Manager  
3543 Marketing Associate

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**Suite** Marketing

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