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## Overview

This standard is about designing and planning marketing research. It includes agreeing the objectives, timescale and budget for the research, identifying the key areas to be covered, recommending appropriate research methods and setting out a marketing research plan. It is for marketing professionals who design and plan marketing research.

# CFAMAR1

## Design and plan marketing research

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### Performance criteria

- You must be able to:*
- P1 identify and agree research objectives
  - P2 agree the approach to the research
  - P3 identify the key areas to be researched
  - P4 agree a realistic timescale and budget for the research
  - P5 establish sources of relevant information
  - P6 recommend the appropriate research method(s) for collecting the required information within agreed budget and timescale
  - P7 identify the risks associated with the research and how these are to be mitigated
  - P8 where appropriate, provide a brief for those who will be carrying out the research
  - P9 identify an appropriate population sample
  - P10 identify and produce relevant research materials
  - P11 set out a marketing research plan and rationale for the approaches taken
  - P12 agree the plan with decision-makers

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### Knowledge and understanding

*You need to know and understand:*

- K1 the principles, strengths and limitations of a range of research methods for collecting information
- K2 the strengths and weaknesses of primary and secondary research
- K3 how to identify and select the most appropriate solution to a research problem
- K4 how to plan a research project, taking into account time and budgetary constraints
- K5 types of risk associated with marketing research and how these can be mitigated
- K6 how to provide a research brief
- K7 the sampling techniques to be considered and how to select the most appropriate for the population
- K8 types of research materials and how to select the most appropriate for a given piece of research
- K9 current best practice and latest developments in research methods and materials

# CFAMAR1

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<b>Developed by</b>	Skills CFA
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<b>Originating organisation</b>	Skills CFA
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<b>Relevant occupations</b>	1132 Marketing and Sales Manager 3543 Marketing Associate
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<b>Suite</b>	Marketing (2013)
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<b>Key words</b>	Marketing, sales, marketing management, market research, advertising, public relations
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