
Overview

This standard is about collecting marketing research data using relevant research methods, in line with the research plan and within legal, regulatory and ethical requirements. It includes communicating appropriately with participants and using active listening to clarify points and check understanding. It is for marketing professionals who collect marketing research data.

CFAMAR2

Collect marketing research data

Performance criteria

- You must be able to:*
- P1 conduct research in line with legal requirements, industry regulations, organisational policies and professional and ethical codes of conduct
 - P2 collect marketing research data in line with the research plan, using appropriate research methods
 - P3 confirm that participants understand the data collection process, the purpose of the research and the timescales involved
 - P4 communicate appropriately with participants
 - P5 present information to participants clearly, concisely and accurately
 - P6 use active listening to clarify and check mutual understanding
 - P7 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:

- K1 the ethical and legal frameworks which underpin data collection
- K2 the methods involved in the collection of data
- K3 the circumstances in which particular methods are used
- K4 how the purpose of the research might affect a participant's willingness to participate and how to respond appropriately
- K5 how to select the most appropriate communication methods for participants and the research situation
- K6 the strengths and weaknesses of different data collection methods
- K7 how to record data accurately and fully in the context of a particular research project

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| Developed by | Skills CFA |
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| Originating organisation | Skills CFA |
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| Original URN | CFAMAR2 |
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| Relevant occupations | 1132 Marketing & Sales Manager 3543 Marketing Associate |
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| Suite | Marketing (2013) |
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| Key words | Marketing, sales, marketing management, market research, advertising, public relations |
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