

---

## Overview

This standard is about obtaining stakeholder feedback. It includes identifying the stakeholders involved and feedback required, using formal and informal processes to obtain feedback, evaluating its reliability and validity and using the feedback to identify relevant trends and patterns and recommend appropriate action. It is for marketing professionals who obtain stakeholder feedback.

# CFAMAR8

## Obtain stakeholder feedback

---

### Performance criteria

- You must be able to:*
- P1 identify the stakeholders from whom feedback needs to be sought
  - P2 identify the feedback that is required and the purpose(s) for which it is sought
  - P3 implement formal and informal processes to obtain the required feedback
  - P4 assess the reliability and validity of the feedback
  - P5 identify trends and patterns relevant to the agreed purpose(s)
  - P6 evaluate the feedback to assess any wider implications for the organisation
  - P7 share the feedback with other business functions and key stakeholders, where appropriate
  - P8 identify and recommend timely actions in response to the feedback

# CFAMAR8

## Obtain stakeholder feedback

---

### Knowledge and understanding

*You need to know and understand:*

- K1 the range of stakeholders from whom feedback might be required
- K2 the types of feedback that might be provided by stakeholders and how it can be used
- K3 formal and informal processes for obtaining feedback
- K4 the factors to consider when assessing reliability and validity of feedback
- K5 how to analyse the interests of those providing feedback and the implications for its reliability and validity
- K6 how to assess the implications of feedback for the organisation
- K7 how to make recommendations for an appropriate and timely response to feedback

# CFAMAR8

## Obtain stakeholder feedback

---

<b>Developed by</b>	Skills CFA
---------------------	------------

---

<b>Version number</b>	2
-----------------------	---

---

<b>Date approved</b>	January 2013
----------------------	--------------

---

<b>Indicative review date</b>	January 2016
-------------------------------	--------------

---

<b>Validity</b>	Current
-----------------	---------

---

<b>Status</b>	Original
---------------	----------

---

<b>Originating organisation</b>	Skills CFA
---------------------------------	------------

---

<b>Original URN</b>	CFAMAR8
---------------------	---------

---

<b>Relevant occupations</b>	1132 Marketing & Sales Manager 3543 Marketing Associate
-----------------------------	--

---

<b>Suite</b>	Marketing (2013)
--------------	------------------

---

<b>Key words</b>	Marketing, sales, marketing management, market research, advertising, public relations
------------------	--