INSMAR002

J7WL 04 - Collect and analyse marketing research data

Overview

This standard is about collecting and analysing marketing research data. You use methods of collection and analysis that are consistent with the research objectives, operating within legal, regulatory and ethical requirements. You communicate with participants and use active listening to clarify points and check your understanding. You analyse the quantitative and qualitative marketing research information that you have collected, handling data in accordance with organisational guidelines. You document the outcomes and findings of your analysis in a format that meets the needs of the research audience. It is likely that you might work alongside an agency to undertake the research. The standard is for marketing professionals who collect and analyse marketing research data.

Performance criteria

You must be able to:

1. review the marketing research plan and the objectives of the research with the research designer(s)
2. confirm the research parameters and targets with the research designer(s)
3. confirm the data collection and analysis requirements with the research designer(s)
4. confirm that participants understand the data collection process, the purpose of the research and the timescales involved
5. communicate with participants as outlined in the marketing research plan
6. present information to participants clearly, concisely and accurately
7. use active listening to clarify and check mutual understanding
8. collect marketing research data using the research methods specified in the research plan
9. record research findings accurately and fully, in accordance with the requirements of the research plan
10. prepare data in a format that matches the purpose and objectives of the research
11. apply methods of analysis relevant to the research objectives
12. analyse the data to the depth specified in the marketing research plan
13. investigate and analyse any identified variances in responses
14. seek guidance and clarification to aid your understanding, where necessary
15. maintain accurate records of data analysis following legal and organisational requirements
16. document the outcomes and findings of the analysis in a format that meets audience needs
17. meet the timescales specified in the research plan
18. conduct all research activities in accordance with legal requirements, industry regulations, organisational policies and professional and ethical codes of conduct

Knowledge and understanding

You need to know and understand:

1. how to confirm the purpose, objectives, research parameters and targets with the research designer(s)
2. the different methods involved in the collection of research data
3. the strengths and weaknesses of different research methods and when to use them
4. how the purpose of the research may influence levels of participant participation
5. how to respond to participant questions within the constraints of the research brief
6. how to communicate with participants following the research plan
7. how to record data accurately and fully in the context of different research projects
8. the techniques for preparing data for analysis
9. the principles, strengths and limitations of the analysis methods
10. how to select and use methods of analysis appropriate to research objectives
11. how to apply analysis methods to interrogate data for required information
12. how to create and maintain accurate records of analysis in accordance with organisational procedures
13. the differing research audiences and how to document the outcomes and findings of the analysis to meet their needs
14. the legal, organisational, codes of practice and policies relevant to your role and the activities being carried out

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