

Overview

This standard is about designing and planning marketing research. You agree the objectives, timescale and budget for the research, identifying the key areas to be covered. You also consider the information sources and selecting research methods to meet the objectives. You design a marketing research plan, providing rationale for your approach and, if required, brief internal and external colleagues who will carry out the research. It is likely that you might work alongside an agency to undertake the research. The standard is for marketing professionals who design and plan marketing research.

Performance criteria

You must be able to:

1. identify and agree research objectives with decision makers
2. agree the general research approach with decision-makers
3. define the key research areas and questions
4. outline realistic timescales for conducting the research
5. agree a research budget with the budget holder(s)
6. identify sources of research information that match the key research areas and questions
7. select the research methods for collecting the required information
8. identify the risks associated with the research
9. specify how risks will be mitigated and managed
10. identify the relevant population samples
11. identify existing research materials that can be adapted
12. produce new research materials to meet the research objectives following organisational guidelines
13. design a marketing research plan for implementation
14. provide rationale for the approaches selected to decision-makers
15. agree the plan with decision-makers
16. brief internal and external colleagues to carry out the marketing research
17. provide support to colleagues to clarify the research requirements

Knowledge and understanding

You need to know and understand:

1. how to identify and agree research objectives
2. how to discuss and agree the general research approach with decision-makers
3. the importance of defining key research areas and questions and the impact this has on research projects
4. the principles, strengths and limitations of research methods for collecting information
5. the strengths and weaknesses of primary and secondary research
6. how to identify and select the most appropriate approach to a research problem
7. the key components of a research plan and why they are important
8. how to plan a research project within time and budgetary constraints
9. the types of risk associated with marketing research and how these can be mitigated
10. the components of a marketing research plan and how to write one
11. the sampling techniques that can be used in marketing research and how to select the most appropriate for the population
12. the types of research materials and how to select and write the most appropriate for a given piece of research
13. the types of internal and external colleagues involved in marketing research and their briefing needs
14. the current best practice and latest developments in research methods and materials
15. the legal, organisational, codes of practice and policies relevant to your role and the activities being carried out

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Design and plan marketing research

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