Section 1: Introduction to Market Research

Chapter 1: The basics of Market Research

(i) The structure of the market research industry


(ii) The research process and the people involved in it


(iii) The MRS Code of Conduct and its implications for the research process


Chapter 2: Research Objectives

(i) Defining a research problem


(ii) Defining a research objective


(iii) The brief and the proposal, and their importance to the project


Chapter 3: Research Design

(i) Defining and identifying primary and secondary research


(ii) **Defining and identifying qualitative and quantitative data**


(iii) **Matching the research design to the research objective**


**Chapter 4: An Introduction to Research Methodologies**

(i) **The key sources and uses of secondary research**


(ii) The key uses of primary research


(iii) An introduction to the major methods of data collection for primary research (inc. CAPI & CATI)


(iv) The key differences between qualitative and quantitative data collection


Section 2: Designing a research project: the tools of Market Research
Chapter 5: Introduction to Qualitative Research
(i) An introduction to major qualitative techniques


**(ii) Matching qualitative research to research objectives**


**(iii) The advantages and disadvantages of depth interviews, paired interviews and group discussions**


**(iv) The role of the moderator and the discussion guide**


**Chapter 6: Introduction to Quantitative Research**

**(i) Matching quantitative research to research objectives**

**An introduction to major quantitative techniques**


**The role of the interviewer and the questionnaire**


**Chapter 7: Introduction to Sampling & Interviewing**

(i) **Key terms in sampling**


(ii) **An introduction to major sampling methods**


(iii) Matching the sampling plan to the research objectives


Chapter 8: An Introduction to Questionnaire Design

(i) The key principles of effective questionnaire design


(ii) Matching the questionnaire to the research objectives


(iii) An introduction to different question types


(iv) Key terms in questionnaire design


(v) The respondent, the interviewer and questionnaire design


Section 3: Completing the Market Research process

Chapter 9: Turning data into findings

(i) Planning for the analysis of quantitative data


(ii) An introduction to the analysis of quantitative data


(iii) Identifying types of quantitative data


(iv) An introduction to the recording and analysis of qualitative data


Chapter 10: Report & communicating findings

(i) Making information accessible

(ii) Planning and writing a report

(iii) Presenting research findings

Chapter 11: Professional development & the market research industry

(i) The scope of the market research industry within the UK

(ii) The role of market research agencies within the industry

(iii) An introduction to different types of research


As Section 1, Chapter 1 (i)

(iv) Career opportunities within the market research industry

As Section 1, Chapter 1 (ii)
Footnotes

1 For example on questionnaires, audio/video/digital/CCTV tapes, transcripts, hand-written notes containing personal data, recruitment/sampling/research records.

2 See p. 71 for a description of hall tests.

3 BMRA survey of methods used by market research agencies

4 BMRA survey of methods used by market research agencies

5 BMRA survey of methods used by market research companies

6 Social grade or social class is a term used mainly in the UK where the occupation of the respondent is used to position them in terms of income, education and to some extent, lifestyle.

7 BMRB International runs an on-going piece of research called Target Group Index (TGI) where recruits complete a questionnaire about their reading and shopping habits and their lifestyles. The survey is based on a sample size of 25,000 interviews per annum. The TGI collects information on over 4,000 brands in 500 product areas for those people of 15 or more in age. Media owners and media buying agencies can pay for TGI data to form a snapshot of the person who buys a particular magazine or newspaper and target promotions and advertising accordingly. BMRB is part of the KMR Group, an integrated global research, information and software group.