

Table 1: Syllabus outline

| Element Name | Outline | Weighting |
|--|--|------------------|
| 1. Introduction to Market & Social Research | Element 1 introduces candidates to the role of commercial market and social research in effective decision making within business and public sector organisations and seeks to ensure that candidates have a clear understanding of the key ethical and legal underpinnings of effective research. It provides a framework for identifying information needs and for developing a research brief. It also helps candidates understand the structure of the research profession and the roles within it. | 10% |
| 2. Designing a research project | Element 2 seeks to enable candidates to begin to develop effective research proposals in response to the briefs introduced in Element 1. It provides guidance on the selection and use of secondary data, and on the range of research designs relevant to primary research. The overall aim of this unit is to enable candidates to select appropriate research designs for given research problems. Other areas required for effective proposals are introduced in subsequent elements. | 10% |
| 3. Selecting a sample | Element 3 is designed to help candidates understand and apply key principles in sampling, within both quantitative and qualitative phases of research. The overall aim is to enable candidates to develop appropriate and justified sampling plans for given research problems. | 15% |
| 4. Planning and conducting qualitative research | Element 4 introduces key approaches to qualitative research and a range of techniques for gathering qualitative data. The aim of this element is to enable candidates to select and/or evaluate the appropriateness of techniques for given research contexts, and to plan for the collection of qualitative data, It does not, however, look in detail at the type of qualitative data being collected (see Element 6) nor at the analysis of qualitative data (see Element 9) | 15% |
| 5. Planning and conducting quantitative research | Element 5 looks at key approaches to quantitative research and a range of techniques for gathering quantitative data. Like Element 4, the aim of this elements is to enable candidates to select and/or evaluate approaches and techniques in relation to given research contexts, and to plan for the collection of – in this element – quantitative data. Like Element 4, this element links closely with Element s 6 and 7. | 15% |
| 6. Designing data collection instruments | Element 6 looks specifically at key issues related to the nature of the data being collected, e.g. at attitudes, motivation and behaviour, and how these might be researched. The aim is to ensure that candidates recognise clearly the information needs of a given research context, and to enable them to prepare appropriate data collection tools – e.g. topic guide or structured questions and response formats – to allow the information to be collected. | 15% |
| 7. Analysing data | Element 7 looks at approaches and techniques for the analysis of secondary and primary data (qualitative and quantitative). The aim of the element is to enable candidates to make clear links between research objectives and data analysis choices, and to select and/or evaluate approaches and techniques for the analysis of data in given research contexts. | 15% |
| 8. Reporting research findings | Element 8 is designed to encourage candidates to review research projects from the end user’s perspective, and to identify reporting priorities accordingly, It aims to enable candidates to make clear links between the original business problem (Element 1), research objectives (Element 2) and findings (Element 9). It also aims to enable candidates to select and/or evaluate approaches to the reporting and/or presentation of research findings so that those findings can be made actionable. | 5% |