

Responsible.Research

Online Training in EphMRA's Code of Conduct

Introduction

In January 2010 EphMRA released a comprehensively revised Code of Conduct which is designed to provide ethical and legal guidance to support EphMRA members when they carry out primary healthcare market research in international markets.

Training Goals

The training will be designed to provide a sound grounding in the Code of Conduct so that delegates are well placed to commission and conduct responsible research, protecting both respondents' rights and data integrity.

By the end of the training delegates should:

1. Understand the scope, purpose and basis of the Code
2. Appreciate the value of complying with the Code
3. Understand respondents' rights and researchers' responsibilities
 - At key project stages
 - By research approach
 - By respondent type
4. Know what their legal and ethical responsibilities are
5. Know when and how to safeguard both respondents' rights and data integrity

The training goals are the same as those for the face to face course.

Target Audience

The online training courses is suitable for healthcare market research professionals who would like to develop or refresh their knowledge of the Code of Conduct.

The course will be designed for both company and agency personnel. It will be appropriate for those that commission, manage and execute market research, including those involved in all of the process e.g. full service agency personnel and those involved in just parts of the process, such as fieldwork agency staff, recruiters and interviewers.

The training is suitable for all levels or grades other than those completely new to market research. They require a basic understanding of different methods and the market research process.

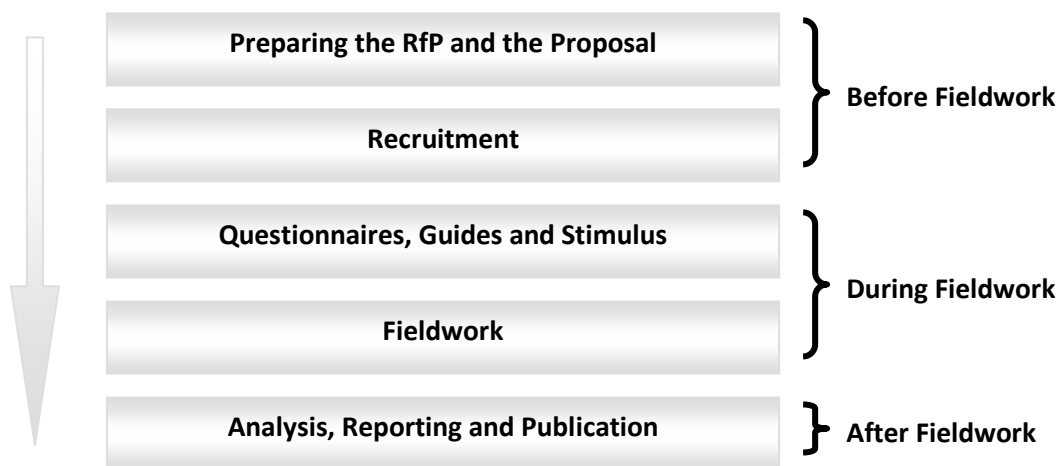
The online module will be a particularly cost and time efficient option for:

- Freelance individuals/consultants

- Those working in very small organisations
- Those that manage market research but are not dedicated market research professionals

Proposed Structure & Content

The aim of the training is to tell a clear and cohesive story – the story of our legal and ethical obligations as market researchers, illustrating it with examples and practical work. It is suggested that the most appropriate route for the ‘story’ to follow is the course of a market research project from inception to completion:



The training should be completed in 3 hours or less.