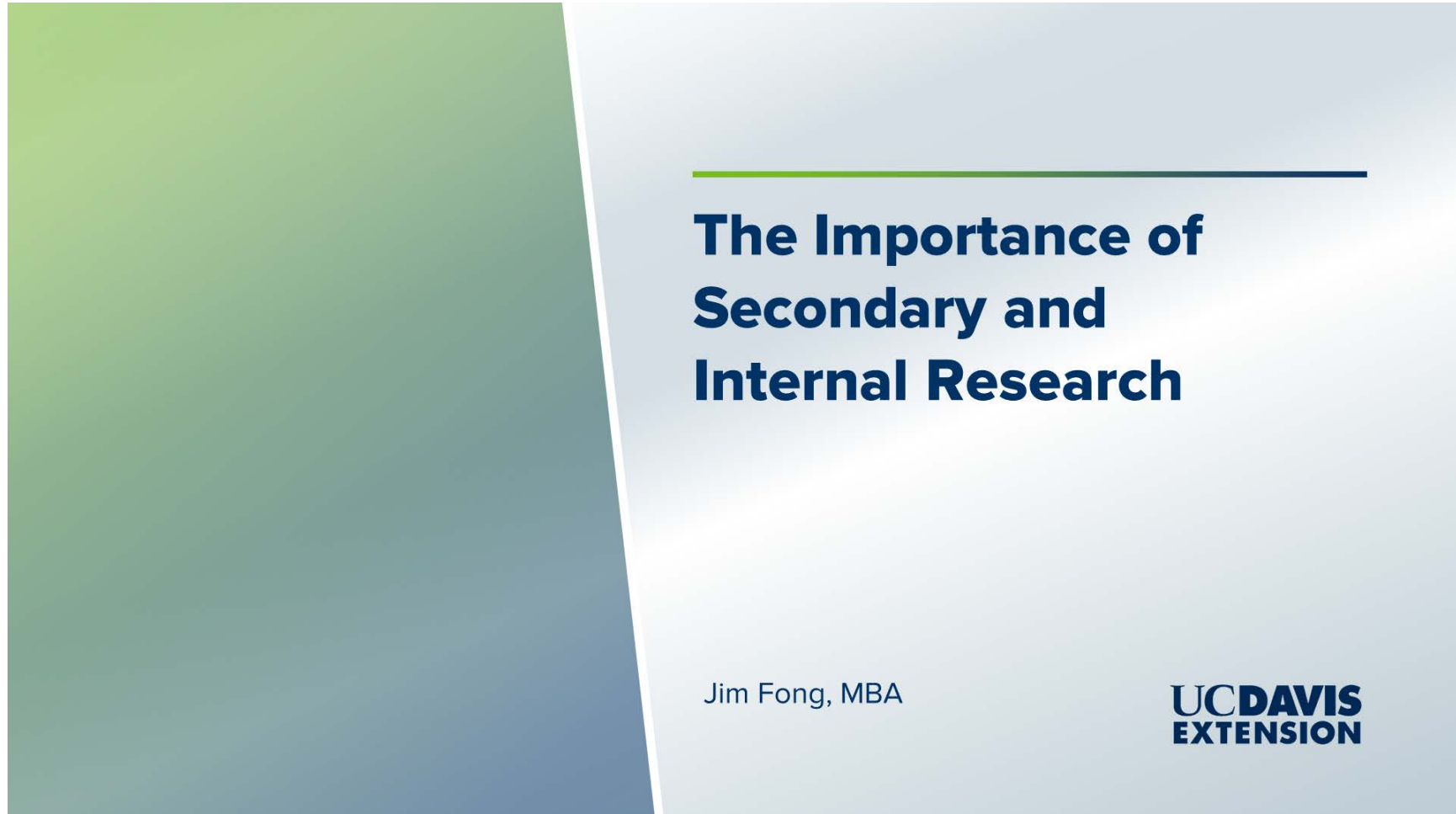


Lesson 2.2: The Importance of Secondary and Internal Research

Slide 1: The Importance of Secondary and Internal Research

The slide features a light blue background with a green-to-blue gradient on the left side. A horizontal line, colored green on the left and blue on the right, is positioned above the title. The title is in a large, bold, dark blue font. Below the title, the presenter's name is displayed in a smaller, dark blue font. In the bottom right corner, the UC Davis Extension logo is shown in dark blue.

The Importance of Secondary and Internal Research

Jim Fong, MBA

UC DAVIS
EXTENSION

Slide 2: Learning Objectives

Learning Objectives

Discuss importance of secondary and internal research in planning process

Define desk research as distinct from secondary or internal research

Slide 3: Defining Desk Research

Defining Desk Research

Combination of secondary
and internal research

You don't need to collect
information from subjects

You can do it at your desk



Slide 4: Desk Research is More Than Secondary

Desk Research is More Than Secondary



Also can include
internal research

Like a complaint log from
web analytics

Defining feature: you can
do it from your desk

Slide 5: Importance of Secondary and Internal Research

Importance of Secondary and Internal Research



Expand your vision

Frees you from being
confined within the problem

Slide 6: Value of Secondary Research

Value of Secondary Research



See what others have done
Find actual statistics and data
Helps frame the problem
or opportunity

Slide 7: Value of Internal Research

Value of Internal Research

Get a better context of client's situation

Helps assess client's assumptions

Provides internal assets you can use



Slide 8: Examples of Useful Internal Research Data

Examples of Useful Internal Research Data



Prior data from Customer Relationship Management (CRM) system

Web analytics data

Get insight by integrating such internal data

Slide 9: When Client Provides Minimal Data

When Client Provides Minimal Data

Use secondary research to establish a baseline

Conduct internal or secondary research

Use it to fill blanks and understand environment



Slide 10: Test the Client's Hypothesis

Test the Client's Hypothesis

Measure the marketplace

Research may reveal fewer opportunities than client expects



Slide 11: Example: Start New Online Education Program

Example: Start New Online Education Program

Testing marketplace could be revealing

Not enough people to support the program

Secondary research helped form their decision

Slide 12: Choosing the Right Methodology

Choosing the Right Methodology



A survey wouldn't work in that case

You'd poll employers to determine market share

Test the client's hypothesis with scientific data!

Slide 13: A Real World Example

A Real World Example



Proposed Graduate
Certificate in Crime Scene
Management

Hypothesis based on faculty
beliefs and hunches about
student interest

Slide 14: My Thinking Regarding Their Hypothesis

My Thinking Regarding Their Hypothesis

Is this what the marketplace really looks like?

Will this work? Seems too trendy (CSI TV show)

Real objective: Find target market information, but client wanted me to identify marketing message



Slide 15: Internal and Secondary Research Revealed...

Internal and Secondary Research Revealed...



Their interdisciplinary approach toward crime scene management didn't serve market in this highly specialized field

Slide 16: Research Showed Program Not Viable

Research Showed Program Not Viable



Lawyers would not be interested

Graduate certificate fell short of
required master's degree

Law enforcement community had
interest, but not enough numbers

Slide 17: Influence of Secondary Market Research

Influence of Secondary Market Research



Provided insight on market size

Shaped approach to the kind of research needed

Relevant market feedback helped avoid a bad business decision

Slide 18: Summary

Summary

We questioned the starting question!

Internal and secondary research helped shape a different plan

This demonstrates value of such research before beginning
the client's proposed research plan