



UCL Academic Manual

Chapter 1: Student Recruitment and Admissions Framework

Annex 1.1.1

Market Research Policies and Procedures

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[CAM Business Partners](#)

Your Faculty Head of Marketing & Communications

Access to Data and Data Protection

1. CAM receives and elaborates data from a variety of sources. Any data received is stored on the shared UCL drive and not removed or kept on personal drives. Furthermore, data is kept separately from analytical tools where possible and names of individual students are removed.
2. Data purchased by CAM will remain the responsibility and property of CAM, and often cannot be shared in its raw form outside the department.
3. Any externally purchased data will be dealt with according to contractual obligations and this will be upheld by CAM. Any queries on appropriate use of purchased data must be directed to the Market Research and Insights Manager.

Market Insight

4. The Market Research and Insights Manager, working closely with the Planning team, will provide HE marketing and research insights as required by CAM, e.g. into factors affecting perception of the UCL brand and student recruitment outcomes. Working closely with the central Planning team, the Market Research and Insights Manager will produce analyses of relevant data sets and manage information as required by CAM, with additional ad hoc analyses completed where appropriate and beneficial to the institution.
5. These analyses are not designed to identify individual students, but to understand trends and performance, and areas for improvement. No data analysed is used for identifying current or prospective students, but is for informing direction and understanding performance during the cycle of recruitment.
6. The Market Research and Insights Manager also produces reports informing the wider internal UCL community of the department activity throughout the year (e.g. key performance metrics). These are distributed to senior management and other

stakeholders, although can be shared more widely within the internal UCL community.

Publications and Media Research

7. Publications research sits within CAM's redesign processes, as set out in annexes 1.1.3, 1.1.4 and 1.1.5.
8. These research projects will be agreed prior to the beginning of an academic year, and ideally six months in advance of the research deadline.
9. Publications and media research will be conducted according to the requirements of the team, but generally is used to identify the enquirer, offer holder, and/or student needs and wants in publications, alongside other, predominantly external, stakeholders, including school counsellors and university representatives.

Faculty Research

10. Quantitative and/or qualitative research will be required to support the proposal for all new degree programmes at UCL, with more precise needs determined at the start of the process by the relevant CAM Business Partner, the Faculty Head of Marketing & Communications and the Programme Lead(s). Details on this process are described in Chapter 7.
11. Some of the analysis may be completed using HESA and other purchased data. Due to contractual obligations data must be presented in rounded numbers and the original datasets cannot be shared outside CAM.
12. The Market Research and Insights Manager and CAM Business Partners are able to provide advice and recommendations into the good practice and techniques to employ primary research where required and as agreed by CAM. Initial guidance is also provided in [Chapter 7, Annex 7.2.2 of the UCL Academic Manual](#).