

XPD – Experience & Professional Development

Micro-Internships for Market Research Analysts

We've identified the most common responsibilities outlined in market research analyst job descriptions.

- Monitor and forecast marketing and sales trends; measure effectiveness of strategies and programs
- Work well with all levels of management, internal staff, clients and vendors
- Devise and evaluate methods for collecting data, such as surveys, questionnaires and opinion polls
- Gather data about consumers, competitors and market conditions
- Convert complex data and findings into understandable tables, graphs and written reports
- Prepare reports and present results to clients and management



While these are specific responsibilities, what's missing are the skills required to successfully execute them, which is especially important for entry-level hires who don't have the professional track record. To help, we've worked with human capital leaders and sales executives to identify these core skills, and map them to the typical responsibilities below:

Skills listed below could be used as "qualifications" or requirements as you complete the [Micro-Internship Form](#).

DESCRIPTION	SKILLS	
Monitor and forecast marketing and sales trends; measure effectiveness of strategies and programs	Attention to detail	Critical thinking
Work well with all levels of management, internal staff, clients and vendors	Team player	Ability to relate
Devise and evaluate methods for collecting data, such as surveys, questionnaires and opinion polls	Problem solving	Creativity
Gather data about consumers, competitors and market conditions	Research	Organization
Convert complex data and findings into understandable tables, graphs and written reports	Grit/Drive	Analytical thinking
Prepare reports and present results to clients and management	Persuasiveness	Communication

SAMPLE PROJECTS

Storytelling with Data	We would like you to analyze a set of customer service data (provided by us) qualitatively and quantitatively. Identify trends, positive and/or negative, patterns, outliers, etc., and use tables, graphs, etc. to tell us the "story" of the data and highlight the key takeaways.
Survey Creation	We would like you to gather feedback on one of our products (info to be provided by us) by way of a 10 question survey. This will involve creating the survey, identifying ways to gather responses, and execution. Provide rationale behind the specific questions and the distribution plan. Provide a summary of the results with key takeaways.
Competitive Analysis	We would like you to research ten key competitive products in a specific market. For each, highlight the key similarities and difference (real and as marketed) and outline the social media efforts associated with each, including key messaging, features highlighted, pre-announcements, etc. In addition to the outbound efforts driven by the company, please capture the insights (positive and negative) provided by customers and highlight any key trends.

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XPD- EXPERIENCE & PROFESSIONAL DEVELOPMENT
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