



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

## Publications and Media Research

7. Publications research sits within 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](#).