Vocational training in Germany (Ausbildung)

Market and social research assistant (Fachangestellte/r für Markt- und Sozialforschung)

Fachangestellter für Markt- und Sozialforschung / Fachangestellte für Markt- und Sozialforschung

You prepare surveys, collect and analyse data and present the results: a 36-month training, paid from the first year, in a research institute or a company.

LEVEL	DURATION	GERMAN	PAY DURING TRAINING
Baccalaureate	**3 years**	**B2**	**€950 to €1,200**
required	36 months	required level	gross / month, during the training

We are by your side from day one until you arrive in Germany.

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CAMEROON
+237 622 20 81 64

www.campus-allemagne.org

Douala office : Rond-point Maetur Bonamoussadi – Nice Cream building (4th floor), opposite the COGENI hardware store, Douala, Cameroon

View the full sheet online

THE OCCUPATION IN 30 SECONDS

What a market and social research assistant does

They organise the preparation and running of market studies and social research projects: they gather information, code and check data and produce reports.

Prepare

Gather information on markets and target groups, and design questionnaires and interview guides.

Collect

Train interviewers, organise their work, enter questionnaires and check quality.

Analyse

Code data, check its consistency, process it with statistical software and write reports.

This occupation is for you if…

- ✓ you like numbers, data and statistics
- ✓ you are accurate and can cope with precise work
- ✓ you like organising projects and teams
- ✓ you like reporting results to clients

Less suitable if…

- – you do not want to work at a screen
- – you dislike repetitive checking tasks
- – you would rather do mostly manual work

A TYPICAL DAY IN THE WORKSHOP

08:30 **Project update** : Review the progress of current surveys with the team.

09:30 **Questionnaire** : Design clear questions for a questionnaire aimed at a specific target group.

11:00 **Training interviewers** : Explain how a survey works to interviewers and organise their rounds.

13:30 **Data entry and coding** : Enter questionnaire answers and code the open-ended responses.

15:00 **Data checking** : Look for inconsistent values and correct them with the project manager.

16:30 **Results report** : Turn a selection of results into charts for the client presentation.

Questionnaire design · Information research · Data coding · Plausibility checks · Statistical software · Project organisation · Data protection · Accuracy · Organisation · Concentration · Customer focus · Communication

THE TRAINING

How the Ausbildung works

In Germany you learn by working: this is the “dual system”. You are an employee of a company and a student at a vocational school (Berufsschule) at the same time.

3 to 4 days a week at the company | **1–2 days school**

Year 1

Basics of research

- Functions of market research
- Information research
- Data protection

Year 2

Data and projects

- Data entry and coding
- Project planning
- Intermediate exam

Year 3

Reports and follow-up

- Analysis and presentation
- Project accounting
- Final exam

Exams and qualification

A written intermediate exam (Zwischenprüfung) of up to 120 minutes takes place in the middle of the second year. The final exam has three written papers (functions and methods, 120 minutes; research projects, 150 minutes; economics and social studies, 60 minutes) and a discussion of up to 20 minutes. Qualification: IHK certificate (Chamber of Commerce and Industry).

YOU ARE PAID DURING THE TRAINING

What you need to apply

- ✓ Baccalaureate level is required.
- ✓ The required level is B2. Good technical vocabulary for the trade is a real plus.
- ✓ The work is mostly in offices and meeting or training rooms, at a screen. Working from home is possible depending on the employer.

Documents to prepare

- ✓ CV and cover letter in German
- ✓ Translated baccalaureate diplomas and transcripts
- ✓ German B2 level certificate

AFTER THE TRAINING

Where it can lead

STRAIGHT AWAY

Market research employee

Jobs in research institutes, advertising agencies, statistics offices or companies.

WITH EXPERIENCE

Research project lead

Run surveys, supervise interviewers and look after clients.

LONGER TERM

Marketing Fachwirt or degree

Take the Fachwirt für Marketing (marketing specialist) or study marketing research.

YOUR PATHWAY WITH CAMPUS GERMANY

We are by your side from day one until you arrive in Germany

1

CHECK MY ELIGIBILITY

Take the test online or at the office

The eligibility test is done online on our website, or by visiting our Douala office directly.

2

TALK TO AN ADVISOR

Talk to our team

Germany: **+49 (0) 7033 694 18 80**
Cameroon: **+237 622 20 81 64**

3

PREPARE YOUR GERMAN

DZK, our language centre

Deutschzentrum KAGEDEV (DZK) is our own language centre in Douala. Outside Douala: partner language centres, call us to find the nearest one.

4

GET THE CONTRACT

AZUFA is always us

AZUFA is our platform: it connects you with German companies that recruit apprentices and follows your application through to the training contract.

Douala office

Rond-point Maetur Bonamoussadi – Nice Cream building (4th floor), opposite the COGENI hardware store, Douala, Cameroon

From German A1 to the first day of training in Germany

Each step is run by one of our structures. You keep the same contact from start to finish.

1 — **Check my eligibility**
The test is done online on our website or at our Douala office.
RUN BY CAMPUS GERMANY

2 — **Talk to an advisor**
Review your profile, your wishes and the chosen occupation.
RUN BY CAMPUS GERMANY

3 — **Learn German, from A1 to B2**
Courses adapted to your starting level, up to the required B2 level. In Douala at our own language centre; elsewhere, with our partner centres.
RUN BY DZK

4 — **Prepare the application file**
CV and cover letter in German, translated baccalaureate diplomas and transcripts, B2 level certificate.
RUN BY CAMPUS GERMANY

5 — **Find the company and sign the training contract**
We connect you with German companies that recruit apprentices, and follow your application through to the contract.
RUN BY AZUFA

6 — **Prepare the visa and paperwork**
Support to gather the documents and complete the administrative steps.
RUN BY CAMPUS GERMANY

7 — **Prepare your departure and settling in**
Travel, housing and first steps in Germany: we prepare you before you leave.
RUN BY KAGEDEV E.V.

8 — **First day of training in Germany**
You arrive prepared and supported, with a team that has known you since day one.
RUN BY AZUFA

Contact us

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