BSBMKG408 Conduct market research

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to conduct market research using interview and survey methodologies (excluding specialist statistical design and analysis) and report on findings.

It applies to individuals who undertake data and information gathering and analysis as a major part of their role and are required to conduct market research. These individuals often work in areas such as marketing, communications, strategic planning and organisational development.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Development – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Conduct desk research to gather background market information	1.1 Conduct initial desk research using appropriate sources to gather background market information 1.2 Identify options for information collection and collation tools and methods 1.3 Determine and seek approval for reporting formats for market research documentation 1.4 Report initial research findings in approved formats in accordance with organisational procedures
2. Develop research methodology and	2.1 Develop hypotheses and research objectives for market

ELEMENT	PERFORMANCE CRITERIA
objectives	research
	2.2 Identify options for quantifying data
	2.3 Identify market research methodology and determine, develop, test and amend required survey tools
	2.4 Determine and test methods of data extraction, collation and analysis
3. Recruit respondents	3.1 Interpret market research plans to identify potential respondents and their requirements
	3.2 Identify respondents in line with research and organisational requirements
	3.3 Recruit respondents in line with agreed research methodology and organisational requirements
4. Gather data and information from respondents	4.1 Prepare and arrange resources for data gathering
	4.2 Gather data and information using survey tools
	4.3 Record data and information gathered in approved formats, in accordance with organisational procedures
	4.4 Store and safeguard survey information and data in accordance with organisational procedures
5. Analyse research information	5.1 Conduct checks on quality of data and information collected
	5.2 Select appropriate techniques to summarise data and information
	5.3 Design software files for entering data and information
	5.4 Process data using a method appropriate to research design
	5.5 Interpret and aggregate data and information, including categorisation, to provide observations relevant to research objectives
6. Prepare research reports	6.1 Collate and assess findings for relevance and usefulness to research objectives
	6.2 Prepare research reports
	6.3 Communicate research findings to relevant personnel and stakeholders in accordance with organisational procedures

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Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 1.2, 2.1-2.4, 3.1-3.3, 4.1-4.4, 5.1, 5.4, 5.5, 6.1-6.3	• Interprets and analyses text from a range of sources and identifies relevant and key information
Writing	1.1, 1.3, 1.4, 2.1, 2.3, 2.4, 3.3, 4.1, 4.3, 5.3, 6.2, 6.3	• Organises content that incorporates results of research logically, using correct grammatical structure, clear language and required organisational format
Oral Communication	1.3, 3.3, 4.2, 6.3	• Presents information using suitable tone, language and syntax • Gathers information through active listening and questioning
Numeracy	1.1, 1.4, 2.4, 3.1, 4.2, 5.1-5.5, 6.1	• Extracts and evaluates mathematical information and uses a variety of techniques to interpret data and analyse trends
Navigate the world of work	1.4, 3.2, 3.3, 4.3, 4.4, 6.3	• Recognises and follows explicit and implicit organisational protocols and procedures, and meets expectations associated with own role
Interact with others	1.3, 3.3, 6.3	• Selects appropriate form, channel and mode of communication for a specific purpose relevant to own role
Get the work done	1.1, 1.3, 2.1-2.4, 3.1, 3.2, 4.1, 4.2, 4.4, 5.1-5.5, 6.1, 6.2	• Develops plans to manage relatively complex, non-routine tasks with an awareness of how they may contribute to longer-term operational and strategic goals • Makes decisions by systematically analysing information, identifying and evaluating options against set criteria, and choosing most appropriate option • Uses digital technologies and systems safely and ethically to access, enter, organise, store and share information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status

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BSBMKG408 Conduct market research	BSBMKG408B Conduct market research	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10

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