



**Australian Government**

# **Assessment Requirements for BSBMKG607 Manage market research**

**Release: 1**

# Assessment Requirements for BSBMKG607 Manage market research

## Modification History

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

## Performance Evidence

Evidence of the ability to:

- prepare a market research plan
- develop specifications for research components, outsourced to external consultants as appropriate
- manage market research activities in accordance with organisational market research policy and procedures
- evaluate research processes and findings against relevant market research project plan and work plans
- prepare and present a report on market research findings.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

## Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- outline principles and practices of market research including:
  - data processing methods and data analysis techniques
  - project design to meet given budgets and other resource constraints
  - qualitative and quantitative research
  - design of samples
  - development and application of hypotheses
  - role of research in enterprise development
  - use of survey instruments
- compare and contrast project management principles and practices, including:
  - consultation and stakeholder involvement
  - development of policies and procedures

- methods of action to ensure performance
- monitoring of timelines, budgets and other implementation plans
- organisational procedures for engagement of consultants
- provide an overview of key provisions of relevant legislation, codes of practice and national standards affecting marketing operations
- discuss the impact of economic, social and industry directions, trends, and practices on marketing functions.

## Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development – marketing field of work and include access to:

- office equipment and resources
- previous market research plans and exemplars of market research project specifications
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>