



**Australian Government**

# **BSBMKG607 Manage market research**

**Release: 1**

## BSBMKG607 Manage market research

### 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 prepare for, manage and evaluate market research projects across an organisation.

It applies to senior marketing professionals who are responsible for preparing market research plans for implementation, engaging external consultants, managing market research activity, and evaluating research processes and findings across an organisation.

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
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare market research plans for implementation	1.1 Determine research policies and procedures 1.2 Develop or commission and review market research project plan and detailed work plans to point of finalisation 1.3 Execute processes to obtain required resources to implement market research project plan and work plans
2. Engage external consultants or service providers	2.1 Identify requirements for external consultants from market research project plan 2.2 Specify goods and services required to implement plans, and detail criteria for selection 2.3 Identify, evaluate and select potential consultants or other

ELEMENT	PERFORMANCE CRITERIA
	<p>providers of required goods and services</p> <p>2.4 Contract selected consultants or providers of goods and services</p>
3. Manage market research activity	<p>3.1 Monitor work plan activity to ensure adherence to market research project plan and work plans, and consistency with organisational market research policy and procedures</p> <p>3.2 Manage external consultants or service providers to ensure performance is in line with expectations and contractual requirements</p>
4. Evaluate research processes and findings	<p>4.1 Confirm validity of information and data obtained by market research</p> <p>4.2 Review relevance and usefulness of findings against research objectives outlined in market research project plan</p> <p>4.3 Assess performance of project against all relevant elements of market research project plan and work plans</p> <p>4.4 Measure stakeholder satisfaction with research process and findings</p> <p>4.5 Prepare reports for future improvements to research process</p> <p>4.6 Implement revised policy and practices in accordance with organisational requirements</p>

## 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, 2.3, 3.1, 4.1	<ul style="list-style-type: none"> <li>Accesses complex information from a range of sources and accurately analyses data relevant to marketing activities</li> </ul>
Writing	1.2, 2.2, 2.4, 4.5	<ul style="list-style-type: none"> <li>Prepares a range of workplace documentation, using clear language and required format, to convey priorities and critical strategic information</li> </ul>
Oral Communication	2.4, 3.2	<ul style="list-style-type: none"> <li>Actively participates in verbal exchanges using suitable language and non-verbal features</li> <li>Uses active listening and questioning techniques to</li> </ul>

		confirm understanding
Numeracy	4.4	<ul style="list-style-type: none"> <li>Measures and analyses complex numeric information during evaluation process</li> </ul>
Navigate the world of work	1.1, 3.1, 3.2, 4.6	<ul style="list-style-type: none"> <li>Understands and adheres to organisational policies and objectives</li> <li>Is highly autonomous, taking responsibility and ownership for most or all aspects of own work</li> </ul>
Interact with others	2.4, 3.2	<ul style="list-style-type: none"> <li>Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how</li> </ul>
Get the work done	1.2, 1.3, 2.1-2.3, 4.1-4.3	<ul style="list-style-type: none"> <li>Uses logical planning processes, and an increasingly intuitive understanding of context, to gather relevant information</li> <li>Systematically analyses and evaluates information to assess performance and identify opportunities for improvement</li> <li>Makes a range of critical and non-critical decisions in relatively complex situations, taking a range of factors into account</li> <li>Recognises potential of new approaches to enhance work practices and outcomes</li> </ul>

## Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG607 Manage market research	BSBMKG607B Manage 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>