



Australian Government

Assessment Requirements for BSBMKG624 Manage 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 7.0.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- prepare, manage, implement and evaluate at least one market research plan, including:
 - developing specifications for research components, outsourced to external consultants
 - managing market research activities according to organisational policy and procedures
 - evaluating research processes and findings against relevant market research project plan and work plans
 - preparing and presenting a report on market research findings.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- 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
 - sample design
 - development and application of hypotheses
 - role of research in enterprise development
 - use of survey instruments
- 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

- provisions of relevant legislation, codes of practice and national standards affecting market research.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- examples of previous market research plans and exemplars of market research project specifications.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

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