



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG408B Conduct market research

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to conduct market research using interview and survey methodologies (not specialist statistical design and analysis) and to report on findings. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit applies to non specialist market research personnel who have data and information gathering and analysis as a major part of their role and who are required to conduct market research. These individuals may work in areas such as marketing, communications, strategic planning and organisational development.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Conduct desk research to gather background market information	1.1. Conduct initial desk research using <i>appropriate sources</i> to gather background market information 1.2. Identify options for <i>information collection and collation tools and methods</i> 1.3. Determine and seek approval for <i>reporting formats</i> for market research documentation 1.4. Report initial research findings in approved formats in accordance with organisational procedures
2. Develop research methodology and objectives	2.1. Develop hypotheses and research objectives for market research 2.2. Identify options for quantifying data 2.3. Identify market research <i>methodology</i> and determine, develop, test and amend required <i>survey tools</i> 2.4. Determine and test methods of data extraction, collation and analysis
3. Recruit respondents	3.1. Interpret market research plans to identify <i>potential respondents</i> and their requirements 3.2. Identify respondents in line with <i>research and organisational requirements</i> 3.3. Recruit respondents in line with the agreed research methodology and organisational requirements
4. Gather data and information from respondents	4.1. Prepare and arrange <i>resources for data gathering</i> 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 <i>checks</i> on quality of data and information collected 5.2. Select <i>appropriate techniques</i> to summarise data and information 5.3. Design <i>software files</i> for entering data and information 5.4. Process data using a method appropriate to research design 5.5. <i>Interpret and aggregate data and information</i> including <i>categorisation</i> , to provide observations

ELEMENT	PERFORMANCE CRITERIA
	relevant to research objectives
6. Prepare research reports	6.1. Collate and assess findings for relevance and usefulness to research objectives 6.2. Prepare <i>research reports</i> 6.3. Communicate research findings to relevant personnel and stakeholders in accordance with organisational procedures

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- information management skills to categorise, store and retrieve market research information
- innovation and creativity skills to conceptualise, test and refine qualitative and quantitative questionnaires and other tools
- literacy skills to prepare reports containing complex ideas
- research and data collection skills to locate information sources, to design and analyse a market research strategy.

Required knowledge

- key provisions of relevant legislation from all forms of government, codes of practice and national standards that may affect aspects of business operations such as:
 - anti-discrimination legislation and principles of equal opportunity, equity, and diversity
 - Australian Direct Marketing Association (ADMA) Direct Marketing Code of Practice
 - ethical principles
 - Free TV Australia Commercial Television Industry Code of Practice
 - privacy laws
- marketing communications concepts and processes
- market research principles and practices including:
 - data processing methods and data analysis techniques
 - design of samples
 - development and use of hypotheses
 - research reporting formats
 - roles and uses of qualitative and quantitative research
 - use of survey instruments
- requirements of house or other style manuals or protocols for written communication.

Evidence Guide

EVIDENCE GUIDE	
<p>The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.</p>	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> developing and implementing a market research survey tool accurately recording and securely storing survey data in accordance with organisational procedures utilising a range of methodologies to analyse market research information documenting market research activities and findings in a research report.
Context of and specific resources for assessment	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> access to office equipment and resources including computer hardware and software access to exemplar survey tools and recently used survey tools.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> analysis of responses to case studies and scenarios analysis of survey tools direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate observation of data collection techniques observation of presentations of market research results oral or written questioning to assess knowledge and understanding review of authenticated documents from the workplace or training environment review of testimony from team members, colleagues, supervisors or managers.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended,</p>

EVIDENCE GUIDE

for example:

- other marketing units.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<p><i>Appropriate sources</i> of background market information may include:</p>	<ul style="list-style-type: none"> • published (including on the internet) data and information from: <ul style="list-style-type: none"> • articles and advertisements • business advisors • clients and suppliers • conferences • government bodies • industry associations and trade media • other research projects • reports from trade or professional associations annual reports • reports to regulatory or funding bodies • speeches • enterprise information such as: <ul style="list-style-type: none"> • sales data • attendance figures
<p><i>Information collection and collation tools and methods</i> may include:</p>	<ul style="list-style-type: none"> • forms for recording information sources reviewed • procedures for abstracting key information and citing sources • rules for including or not including information and data reviewed
<p><i>Reporting formats</i> may include:</p>	<ul style="list-style-type: none"> • prose reports • verbal presentations • visual aids, such as: <ul style="list-style-type: none"> • charts • photographs • tables
<p>Market research <i>methodologies</i> may include:</p>	<ul style="list-style-type: none"> • brand equity research • brand name testing • concept testing • consumer decision process research

RANGE STATEMENT	
	<ul style="list-style-type: none"> • depth interviews • descriptive techniques • experimental techniques • focus groups • mystery shopping • observational techniques • projective techniques • qualitative research • quantitative research • random sampling
<i>Survey tools</i> may include:	<ul style="list-style-type: none"> • handouts • one-on-one discussions • overhead transparencies • questionnaires • small group discussions
<i>Potential respondents</i> may include:	<ul style="list-style-type: none"> • current, past or potential clients • key stakeholders • persons identified from lists or directories • staff
<i>Research and organisational requirements</i> may include:	<ul style="list-style-type: none"> • legal requirements • need for respondent to meet demographic or psychographic criteria • need for respondent to represent an organisation, have specific expertise or knowledge, or meet other criteria • quality assurance policy and procedures • requirements for statistical validity in sampling
<i>Resources for data gathering</i> may include:	<ul style="list-style-type: none"> • appropriate venues and rooms • organisation of tables, chairs, audio and visual equipment, refreshments • audio-visual recording and display devices • telecommunications equipment and facilities
<i>Checks</i> may include:	<ul style="list-style-type: none"> • ensuring data is: <ul style="list-style-type: none"> • a true record of interview • accurate • adequately expressed • authentic • complete • not fabricated • ensuring others collecting data and information

RANGE STATEMENT	
	<ul style="list-style-type: none"> have studied and understood instructions • keeping records on data sources, copyright and privacy information • rejecting inadequate data and resurveying to overcome gaps • reporting to senior personnel on issues and problems in data collection • where required, verifying records of interview with respondents
<i>Appropriate techniques</i> to summarise data may include:	<ul style="list-style-type: none"> • charts and tables • coefficient of variation • mean • median • mode • percentile • prose commentary • range • standard deviation • statistical detailed analysis • statistical overview • variance
<i>Software files</i> may include:	<ul style="list-style-type: none"> • databases with specified forms and fields • spreadsheets with specified axes • word processing programs with specified heading structures, text and table formats
<i>Interpreting and aggregating data and information</i> may include:	<ul style="list-style-type: none"> • development of further hypotheses based on initial processing of raw data, and statistical tests of these hypotheses • bringing together data or datasets • statistical analysis of raw data using general or specialist software
<i>Categorisation</i> may include:	<ul style="list-style-type: none"> • creation of a preliminary report table of contents with headings and subheadings under which data and information could be organised • data tabulation in a format appropriate for the type of analysis to be performed • development of basic market segmentation categories by demographic or psychographic characteristics
<i>Research reports</i> may include:	<ul style="list-style-type: none"> • detailed data analysis • explanation of methodology

RANGE STATEMENT

	<ul style="list-style-type: none"> • key observations and findings • key summaries of data • recommendation and implementation issues • recommendations for future research • references, citations and other correct acknowledgement for all non-original material
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Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - Marketing
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Co-requisite units

Co-requisite units		