Australian Government

Department of Education, Employment and Workplace Relations

CUEMAR02C Undertake market research

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the skills and knowledge to conduct formal market research.
	No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit	Senior personnel or managers would generally apply the skills and knowledge outlined in this unit. In this role. they need a sound knowledge of different research methodologies and how to apply them to meet their organisation's market research needs.
	This unit has linkages to a range of other marketing and planning units, and combined assessment and or training with those units may be appropriate, eg:
	• SITXMPR005A Develop and manage marketing strategies • SITXMPR001A Coordinate the production of brochures and marketing materials.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.

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.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Plan market research	1.1. Identify *specific research* needs based on current business focus and the needs of the organisation
	1.2. Develop objectives for the research in consultation with the *relevant personnel*
	1.3. Identify *research methods* and select the most appropriate method in accordance with research objectives, organisational policies and procedures and resource constraints
	1.4. Obtain approval to undertake market research from the relevant personnel as required
	1.5. Document planning process in accordance with organisational procedures
2. Conduct research	2.1. Obtain data using selected research method(s).
	2.2. Identify the need for, and obtain, specialist assistance where appropriate
	2.3. Identify the need for, and use, appropriate technology to assist in the research process
	2.4. Conduct research within agreed timeframes and in accordance with agreed method
	2.5. Document research in accordance with organisational procedures
	2.6. Identify the need for, and make adjustments to, the research process when required
3. Analyse research findings	3.1. Analyse data and identify and interpret key issues resulting from the research
	3.2. Store data in accordance with organisational procedures
	3.3. Use results to inform current activities and future planning
	3.4. Present results of the research to relevant personnel with relevant recommendations and observations
	3.5. File results of research in accordance with organisational policies and procedures

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE
This section describes the skills and knowledge required for this unit.
Required skills
• typical research methodologies and the ways in which they are used within the relevant industry sector • report writing for the presentation of research data
Required knowledge
• role of research within the relevant industry sector and major research bodies • sources of research data within the relevant industry sector • types of technology use for research • methods of collating and analysing quantitative and qualitative data

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Evidence Guide

EVIDENCE GUIDE	
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.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	The following evidence is critical to the judgement of competence in this unit: • conduct of research using appropriate techniques, methodologies and reporting • knowledge of a range of research techniques and methodologies.
Context of and specific resources for assessment	The assessment context must provide for: • practical demonstration of skills through the conduct of research for a specific project • interaction with others to reflect the consultative aspects of the unit.
Method of assessment	Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include: • research project and report for an organisation, event or project • case studies to assess ability to apply methodologies to different situations • oral or written questioning to assess knowledge of research methodologies and sources of data • review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate. Assessment methods should closely reflect workplace demands and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).
Guidance information for assessment	Assessment of this unit requires access to: • current industry research data.

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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.	
Specific research needs may include:	• research on competition, e.g. measuring awareness, identifying key competitors and their strengths, identifying frequency of use of competitors' products and services, comparing consumer attitudes to an organisation's services and those of competitors • research on consumers, e.g. identifying existing, potential or lapsed consumers, developing detailed consumer profiles, identifying changes in attitudes and behaviour patterns • research on place, e.g. identifying attitudes towards location, identifying demand for products or services at other locations, identifying cooperative opportunities for distribution of information or services • research on pricing, e.g. identifying attitudes towards prices, identifying costs, testing alternative pricing strategies • research on products and services, e.g. measuring attitudes towards existing products or services, identifying potential new products or services or ones which may be at the end of their life cycle, evaluating competitors' products, evaluating consumer attitudes towards presentation and packaging • research on promotion, e.g. testing and comparing different media options, testing alternative messages, measuring advertising and promotion effectiveness
Relevant personnel may include:	• cooperative partners • management • other colleagues • other marketing personnel
Research methods may include:	• primary market research, including telephone interviews, postal surveys, focus groups,

RANGE STATEMENT	
	personal interviews and omnibus surveys
	• secondary market research such as information already available within the organisation, e.g. sales figures, attendance figures, details on the type of tickets sold, government reports, other information sources such as conference papers, speeches, reports to regulatory or funding bodies, reports from trade or professional associations, annual reports, articles, advertisements, research projects, internet

Unit Sector(s)

Unit sector	

Competency field

Competency field	Business development - marketing

Co-requisite units

Co-requisite units		