



Australian Government

Assessment Requirements for BSBMKG506 Plan 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 1.0.

Performance Evidence

Evidence of the ability to:

- identify and define market research requirements in an organisation
- develop a documented market research plan describing scope, objectives, time and budget for market research to be undertaken by an organisation.

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 key provisions of relevant legislation, codes of practice and national standards that affect aspects of business operations
- explain market research principles and practices including:
 - data processing methods and data analysis techniques
 - project design within given budgets and other resource constraints
 - design of samples
 - development and use of hypotheses
 - role of research in enterprise development
 - roles and uses of qualitative and quantitative research
 - use of survey instruments
- explain project planning principles and practices including for:
 - consultation and stakeholder involvement
 - development of timelines, budgets and other implementation plans
 - gaining approvals
 - needs analyses
 - scoping practices
- list statistical methods and techniques.

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:

- data and information records from previous marketing research activities
- office equipment and resources
- 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>