



Australian Government

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.

Application

This unit describes the skills and knowledge required to plan market research by identifying market research needs, defining market research objectives, identifying data gathering approaches and developing a market research plan.

It applies to individuals in a non-market research organisation who conduct market research planning at a managerial level.

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. Identify market research needs	1.1 Communicate role of market research in enterprise operations to relevant personnel 1.2 Identify contribution of market research to enterprise activity 1.3 Analyse enterprise planning and performance documentation to determine research needs 1.4 Consult relevant personnel to determine research needs 1.5 Develop statement of market research needs
2. Define market research objectives	2.1 Draft research objectives 2.2 Undertake preliminary project scoping 2.3 Consult with relevant personnel on draft research objectives to

ELEMENT	PERFORMANCE CRITERIA
	ensure relevant and useful information is gathered 2.4 Review and finalise draft objectives in light of scoping parameters
3. Define data gathering approaches	3.1 Identify types of data required to inform objectives 3.2 Determine combinations of types of data to best inform objectives 3.3 Identify and evaluate suitable data gathering methods 3.4 Identify data sources 3.5 Quantify required data 3.6 Identify and evaluate suitable data processing methods 3.7 Make decisions on data types, combinations, gathering methods, sources, quantities and processing methods
4. Develop market research plan	4.1 Estimate resources and timelines required for market research projects 4.2 Determine feasibility of market research projects 4.3 Prepare market research plan for approval 4.4 Obtain approval to implement plan from appropriate personnel as required

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	1.2, 1.3, 2.2, 2.4, 3.1, 3.3, 3.4	Evaluates and interprets information from a range of sources and determines requirements
Writing	1.5, 2.1, 2.4, 4.3	Integrates information from a number of sources to develop material supporting purposes of documentation, using suitable grammatical structure and clear, logical language
Oral Communication	1.1, 1.4, 2.3, 4.4	- Participates in a variety of spoken exchanges using suitable language and non-verbal features - Elicits views and opinions of others using active

		listening and questioning
Numeracy	3.5, 4.1	Interprets numerical data and makes basic calculations to determine required resources and workplace scheduling, and to quantify data
Interact with others	1.1, 1.4, 2.3, 4.4	Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how
Get the work done	1.3, 2.2, 2.4, 3.1-3.4, 3.6, 3.7, 4.2	- Develops plans and uses effective organisational and time-management skills to complete tasks with an awareness of how they may contribute to longer-term operational and strategic goals - In more complex, non-routine situations, uses a formal decision-making process with support, setting or clarifying goals, gathering information and identifying and evaluating several choices against a limited set of criteria - Understands and explicitly applies some basic principles of analytical and lateral thinking - Recognises and takes responsibility for addressing predictable and some less predictable problems in familiar work contexts

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG506 Plan market research	BSBMKG506B Plan 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>

Assessment Requirements for BSBMKG506 Plan market research

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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.

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