



Australian Government

BSBMKG607 Manage market research

Release: 1

BSBMKG607 Manage market research

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 prepare for, manage and evaluate market research projects across an organisation.

It applies to senior marketing professionals who are responsible for preparing market research plans for implementation, engaging external consultants, managing market research activity, and evaluating research processes and findings across an organisation.

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. Prepare market research plans for implementation	1.1 Determine research policies and procedures 1.2 Develop or commission and review market research project plan and detailed work plans to point of finalisation 1.3 Execute processes to obtain required resources to implement market research project plan and work plans
2. Engage external consultants or service providers	2.1 Identify requirements for external consultants from market research project plan 2.2 Specify goods and services required to implement plans, and detail criteria for selection 2.3 Identify, evaluate and select potential consultants or other

ELEMENT	PERFORMANCE CRITERIA
	providers of required goods and services 2.4 Contract selected consultants or providers of goods and services
3. Manage market research activity	3.1 Monitor work plan activity to ensure adherence to market research project plan and work plans, and consistency with organisational market research policy and procedures 3.2 Manage external consultants or service providers to ensure performance is in line with expectations and contractual requirements
4. Evaluate research processes and findings	4.1 Confirm validity of information and data obtained by market research 4.2 Review relevance and usefulness of findings against research objectives outlined in market research project plan 4.3 Assess performance of project against all relevant elements of market research project plan and work plans 4.4 Measure stakeholder satisfaction with research process and findings 4.5 Prepare reports for future improvements to research process 4.6 Implement revised policy and practices in accordance with organisational requirements

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	1.1, 1.2, 2.1, 2.3, 3.1, 4.1	Accesses complex information from a range of sources and accurately analyses data relevant to marketing activities
Writing	1.2, 2.2, 2.4, 4.5	Prepares a range of workplace documentation, using clear language and required format, to convey priorities and critical strategic information
Oral Communication	2.4, 3.2	- Actively participates in verbal exchanges using suitable language and non-verbal features - Uses active listening and questioning techniques to

		confirm understanding
Numeracy	4.4	Measures and analyses complex numeric information during evaluation process
Navigate the world of work	1.1, 3.1, 3.2, 4.6	- Understands and adheres to organisational policies and objectives - Is highly autonomous, taking responsibility and ownership for most or all aspects of own work
Interact with others	2.4, 3.2	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	1.2, 1.3, 2.1-2.3, 4.1-4.3	- Uses logical planning processes, and an increasingly intuitive understanding of context, to gather relevant information - Systematically analyses and evaluates information to assess performance and identify opportunities for improvement - Makes a range of critical and non-critical decisions in relatively complex situations, taking a range of factors into account - Recognises potential of new approaches to enhance work practices and outcomes

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG607 Manage market research	BSBMKG607B Manage 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 BSBMKG607 Manage market research

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Performance Evidence

Evidence of the ability to:

- prepare a market research plan
- develop specifications for research components, outsourced to external consultants as appropriate
- manage market research activities in accordance with organisational market research policy and procedures
- evaluate research processes and findings against relevant market research project plan and work plans
- prepare and present a report on market research findings.

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 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
 - design of samples
 - development and application of hypotheses
 - role of research in enterprise development
 - use of survey instruments
- compare and contrast 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
- provide an overview of key provisions of relevant legislation, codes of practice and national standards affecting marketing operations
- discuss the impact of economic, social and industry directions, trends, and practices on marketing functions.

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:

- office equipment and resources
- previous market research plans and exemplars of market research project specifications
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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