



Australian Government

BSBMKG624 Manage market research

Release: 1

BSBMKG624 Manage market research

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Application

This unit describes the skills and knowledge required to prepare for, manage and evaluate market research projects across an organisation.

The unit applies to individuals who are senior marketing professionals 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

Technical Skills – 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 Access policies and procedures and relevant regulatory guidelines relevant to market research 1.2 Develop and review market research project plan to point of finalisation 1.3 Identify and obtain required resources for implementation of market research project plan and work plans
2. Engage external consultants or service providers	2.1 Identify requirements for external consultants or service providers from market research project plan 2.2 Specify products and services required to implement plans, and detail criteria for selection 2.3 Identify and select external consultants or service providers of

ELEMENT	PERFORMANCE CRITERIA
	required products and services 2.4 Contract selected consultants or providers of products and services
3. Manage market research activity	3.1 Monitor work plan activity and confirm market research project plan comply with relevant organisational and legal requirements 3.2 Confirm compliance with organisational market research policy and procedures 3.3 Manage external consultants and providers of products and services, and confirm performance is in line with expectations and contractual requirements
4. Evaluate research processes and findings	4.1 Obtain research processes and findings 4.2 Confirm validity of information and data obtained 4.3 Review relevance and usefulness of findings from market research against research objectives outlined in market research project plan 4.4 Assess performance of project against relevant elements of market research project plan 4.5 Seek feedback from relevant stakeholders on research process and findings 4.6 Prepare reports for future improvements to research process 4.7 Implement revised policy and practices according to organisational requirements

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Reading	Accesses complex information from a range of sources and accurately analyses data relevant to marketing activities
Writing	Prepares a range of workplace documentation, using clear language and required format, to convey priorities and critical strategic information
Oral Communication	- Actively participates in verbal exchanges using suitable language and non-verbal features - Uses active listening and questioning techniques to confirm understanding
Numeracy	Measures and analyses complex numeric information during evaluation process

Skill	Description
Self-management	• Understands and adheres to organisational policies and objectives • Is highly autonomous, taking responsibility and ownership for most or all aspects of own work
Teamwork	• Identifies importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how
Planning and organising	• Uses logical planning processes, and an increasingly intuitive understanding of context, to gather relevant information
Problem solving	• 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

Supersedes and is equivalent to BSBMKG607 Manage market research.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBMKG624 Manage market research

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- prepare, manage, implement and evaluate at least one market research plan, including:
 - developing specifications for research components, outsourced to external consultants
 - managing market research activities according to organisational policy and procedures
 - evaluating research processes and findings against relevant market research project plan and work plans
 - preparing and presenting a report on market research findings.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- 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
 - sample design
 - development and application of hypotheses
 - role of research in enterprise development
 - use of survey instruments
- 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

- provisions of relevant legislation, codes of practice and national standards affecting market research.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- examples of previous market research plans and exemplars of market research project specifications.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>