



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG607B Manage market research

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to prepare for, manage and evaluate market research projects across an organisation. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit 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.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare market research plans for implementation	1.1. Determine research policies and procedures 1.2. Develop or commission and review a market research project plan and detailed work plans to point of finalisation 1.3. Execute processes to obtain required resources to implement a 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 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 on future improvements to research process 4.6. Implement revised policy and practices in accordance with organisational requirements

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- communication and interpersonal skills to establish rapport and build relationships with clients and external contractors; and to liaise with stakeholders
- creativity and innovation skills to design market research project plan
- information management skills to collate and extract relevant findings from information collected
- management skills to monitor work plans
- problem-solving skills to deal with complex planning and implementation
- leadership and teamwork skills to manage others within the organisation and external contractors conducting market research activity.

Required knowledge

- 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
- project management principles and practices including for:
 - consultation and stakeholder involvement
 - development of policies and procedures
 - methods of action to ensure performance
 - monitoring of time lines, budgets and other implementation plans
 - organisational procedures for engagement of consultants
- key provisions of relevant legislation from all forms of government, codes of practice and national standards that may affect aspects of business operations such as:
 - confidentiality requirements
 - copyright laws
 - defamation laws
 - privacy laws
 - sweepstakes regulations
 - Trade Practices Act
- economic, social and industry directions, trends, and practices; organisational

REQUIRED SKILLS AND KNOWLEDGE

structures, roles, responsibilities and policies; industry product and service knowledge.

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

Evidence of the following is essential:

- preparing at least one market research plan
- developing specifications for research components outsourced to external consultants as appropriate
- managing market research activities in accordance with organisational market research 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.

Context of and specific resources for assessment

Assessment must ensure:

- access to an actual workplace or simulated environment
- access to office equipment and resources
- access to previous market research plans and exemplars of market research project specifications.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- assessment of written reports evaluating market research activities
- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- observation of presentations
- oral or written questioning to assess knowledge and understanding
- review of authenticated documents from the workplace or training environment
- review of testimony from team members, colleagues, supervisors or managers.

Guidance information for

- Holistic assessment with other units relevant to the industry sector, workplace and job role is

EVIDENCE GUIDE	
assessment	recommended, for example: • other marketing units.

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.

<i>Research policies and procedures</i> may include:	• measures taken to ensure quality of data and to set validity and reliability requirements • occupational health and safety procedures, practices, policies and precautions • opportunities for involvement of enterprise staff and other stakeholders • performance indicators, targets and specifications • privacy and confidentiality guidelines, and ethical considerations • procedures to accurately document findings and to ensure accuracy is being attained • relevant national, state and local legislation
<i>Finalisation</i> may include:	• additional detail on any matter of operations that was not required for approved plans but is required for action by researchers or other relevant personnel
<i>Processes to obtain required resources</i> may involve:	• liaison and negotiation with key stakeholders • organisational procedures and requirements for obtaining resources • written and oral submissions for resources
<i>Monitoring work plan activity</i> may include:	• amending work plan if necessary • documenting what is required of researchers, by when and with what resources • conducting meetings, briefings or providing direct supervision • providing opportunities for feedback, support, advice and debriefing for research workers • developing and implementing procedures for regular reviews of progress
<i>Stakeholders</i> may include:	• Board • chief executive officer • management committee • marketing personnel

RANGE STATEMENT

	• other managers • owners • production staff • senior management team • supervisors • team members
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Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - Marketing
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Co-requisite units

Co-requisite units		