



Australian Government

Department of Education, Employment and Workplace Relations

CUEMAR02B Undertake market research

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge to conduct formal market research. As such it requires a sound knowledge of different research methodologies and their application to different research needs. The unit has very strong links to other marketing units. Senior personnel or managers would generally undertake this role.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element	Performance Criteria
1 Plan market research	1.1 Identify specific research needs based on current business focus and the needs of the organisation 1.2 Develop objectives for the research in consultation with the appropriate personnel 1.3 Identify research methods and select the most appropriate method in accordance with research objectives, organisational policies and procedures and resource constraints 1.4 Obtain approval to undertake market research from the appropriate personnel as required 1.5 Document planning process in accordance with organisational procedures
2 Conduct research	2.1 Obtain data using selected research method(s) 2.2 Identify the need for, and obtain, specialist assistance where appropriate 2.3 Identify the need for, and use, appropriate technology to assist in the research process 2.4 Conduct research within agreed timeframes and in accordance with agreed method 2.5 Document research in accordance with organisational procedures 2.6 Identify the need for, and make adjustments to, the research process when required
3 Analyse research findings	3.1 Analyse data and identify and interpret key issues resulting from the research 3.2 Store data in accordance with organisational procedures 3.3 Use results to inform current activities and future planning 3.4 Present results of the research to appropriate

personnel with relevant recommendations and observations

- 3.5 File results of research in accordance with organisational policies and procedures

Required Skills and Knowledge

Not applicable.

Evidence Guide

Underpinning skills and knowledge

Assessment must include evidence of the following knowledge and skills:

- role of research within the relevant industry sector and major research bodies
- sources of research data within the relevant industry sector
- typical research methodologies and the ways in which they are used within the relevant industry sector
- types of technology use for research
- report writing for the presentation of research data
- methods of collating and analysing quantitative and qualitative data.

Linkages to other units

This unit has linkages to a range of other marketing and planning units, and combined assessment and or training with those units may be appropriate, for example:

THHGLE12B - Develop and manage marketing strategies

THTSMA01B - Co-ordinate the production of brochures and marketing materials.

Critical aspects of evidence

The following evidence is critical to the judgement of competence in this unit:

- conduct of research using appropriate techniques, methodologies and reporting
- knowledge of a range of research techniques and methodologies.

Method and context of assessment

The assessment context must provide for:

- practical demonstration of skills through the conduct of research for a specific project
- interaction with others to reflect the consultative aspects of the unit.

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:

- research project and report for an organisation, event or project
- case studies to assess ability to apply methodologies to different situations
- oral or written questioning to assess knowledge of research methodologies and sources of data
- review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.

Assessment methods should closely reflect workplace demands and the needs of particular groups (eg people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).

Resource requirements

Assessment of this unit requires access to:

- current industry research data.

Key competencies in this unit

Key competencies are built in to all workplace competencies. The table below describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform

Level 2 = Administer and Manage

Level 3 = Design and Evaluate

Collecting, analysing and organising ideas and information (2)

Interpreting the results of a survey.

Communicating ideas and information (2)

Writing a report on the outcomes of research.

Planning and organising activities (2)

Organising interviews.

Working with others and in teams (2)

Consulting with specialists on research needs.

Using mathematical ideas and techniques (1)

Calculating results of quantitative research.

Solving problems (2)

Adjusting research methodologies in the light of experience.

Using technology (1)

Tabulating research results on computer.

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Range Statement

The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.

Specific research needs may include:

research on consumers, e.g. identifying existing, potential or lapsed consumers, developing detailed consumer profiles, identifying changes in attitudes and behaviour patterns

research on products and services, e.g. measuring attitudes towards existing products or services, identifying potential new products or services or ones which may be at the end of their life cycle, evaluating competitors' products, evaluating consumer attitudes towards presentation and packaging;

research on pricing, e.g. identifying attitudes towards prices, identifying costs, testing alternative pricing strategies

research on place, e.g. identifying attitudes towards location, identifying demand for products or services at other locations, identifying cooperative opportunities for distribution of information or services

research on promotion, e.g. testing and comparing different media options, testing alternative messages, measuring advertising and promotion effectiveness

research on competition, e.g. measuring awareness, identifying key competitors and their strengths, identifying frequency of use of competitors' products and services, comparing consumer attitudes to an organisation's services and those of competitors.

Appropriate personnel may include:

management

other marketing personnel

other colleagues

cooperative partners.

Research methods may include:

primary market research, including telephone interviews, postal surveys, focus groups, personal interviews and omnibus surveys

secondary market research such as information already available within the organisation, eg sales figures, attendance figures, details on the type of tickets sold, government reports, other information sources such as conference papers, speeches, reports to regulatory or funding bodies, reports from trade or professional associations, annual reports, articles, advertisements, research projects, Internet.

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Unit Sector(s)

Not applicable.