



CATAPULT

BSBMKG408

Conduct market research

Table of Contents (Extract)

NOTE: This is a sample only. This cover page is not included in Catapult Smallprint's printed books.

This Table of Contents extract is taken from Catapult Smallprint's full hardcopy Trainer/Assessor Guide for the unit BSBMKG408.

For more information, including using our enhanced online version of this unit in Catapult LMS, or to purchase the Learner or Trainer printed books, please see this unit on our website by clicking this link:

<https://catapultlearning.com.au/product/BSBMKG408/>

Trainer/assessor guide

BSBMKG408

Conduct market research

Welcome to this unit of study

This unit describes the skills and knowledge required to conduct market research using interview and survey methodologies (excluding specialist statistical design and analysis) and report on findings.

It applies to individuals who undertake data and information gathering and analysis as a major part of their role and are required to conduct market research. These individuals often work in areas such as marketing, communications, strategic planning and organisational development.

It may be undertaken as:

- » part of a formal qualification nationally recognised through the Australian Qualifications Framework (AQF)
- » a stand alone unit
- » part of a formal skill set

Contents

About this trainer/assessor guide	4
Learning resource.....	5
Topic 1: Conduct desk research to gather background market information	5
Initial desk research	5
Information collection/ methods	8
Reporting formats.....	10
Check your understanding	11
Topic 2: Develop research methodology and objectives.....	13
Hypotheses and objectives.....	13
Quantifying data	15
Market research methodology.....	20
Check your understanding	27
Topic 3: Recruit respondents	29
Market research plans	29
Identifying respondents.....	31
Recruiting respondents.....	35
Check your understanding	39
Topic 4: Gather data and information from respondents.....	41
Data gathering	41
Survey tools	43
Check your understanding	45
Topic 5: Analyse research information	47
Quality checks	47
Summarising data/ information.....	50
Designing software files.....	54
Check your understanding	55
Topic 6: Prepare research reports	57
Assess findings.....	57
Check your understanding	65
Assessment workbook	67
Unit information	69
What is competency-based assessment?.....	70
How will my competency be assessed?.....	71
Assessment agreement	72
Foundation skills checklist.....	73
Skills recognition.....	74
Topic 1: Conduct desk research to gather background market information	75
Topic 2: Develop research methodology and objectives.....	76
Topic 3: Recruit respondents	77
Topic 4: Gather data and information from respondents.....	78
Topic 5: Analyse research information	79
Topic 6: Prepare research reports	80

Knowledge questions	81
Topic 1: Conduct desk research to gather background market information	82
Topic 2: Develop research methodology and objectives.....	86
Topic 3: Recruit respondents	91
Topic 4: Gather data and information from respondents.....	94
Topic 5: Analyse research information	97
Topic 6: Prepare research reports	102
Topic 7: Specific knowledge evidence.....	106
Performance tasks.....	107
Third party evidence collection agreement	108
Topic 1: Conduct desk research to gather background market information	109
Topic 2: Develop research methodology and objectives.....	110
Topic 3: Recruit respondents	112
Topic 4: Gather data and information from respondents.....	113
Topic 5: Analyse research information	114
Topic 6: Prepare research reports	115
Completion record.....	116
Unit mapping and assessment checklist	117
Trainer/ assessor user instructions.....	120

About this trainer/assessor guide

Learning resource

The learning resource is divided into the following topics:

- » Conduct desk research to gather background market information
- » Develop research methodology and objectives
- » Recruit respondents
- » Gather data and information from respondents
- » Analyse research information
- » Prepare research reports

Each topic provides information to help you gain the skills and knowledge required to perform the work tasks to which they refer. Read the information and practise the skills described. You should also take the opportunity to undertake additional independent research. Your trainer/assessor may also provide supplementary information including interpretation of the contents of this resource.

At the end of each topic is:

- » a set of true or false questions
- » a set of multiple choice questions

These questions provide an opportunity to check your understanding and progress. They are self-marking and do not form part of the assessment for the unit.

Assessment workbook

To have this unit recognised as a formal qualification you need to have your skills and knowledge assessed. The assessment workbook provides:

- » information on competency-based assessment
- » instructions on how you will be assessed
- » assessment tools to assess your competence
- » instructions on how to complete the assessment tasks within each assessment tool

To be assessed as competent you need to provide evidence that you have the skills and knowledge to undertake the requirements of this unit. This assessment of competency is made by a qualified trainer/assessor from a registered training organisation. You must complete all the assessments as directed by your trainer/assessor to the required standard. It is not necessary to work through the guide in the order in which it is written. However this is at the discretion of your trainer/assessor.

Disclaimer

Information contained in this resource is drawn from sources believed to be reliable. The firm, its employees, agents and contractors do not warrant the correctness of the sources used and accept no responsibility to any person for any errors or omissions or for any loss or damage howsoever caused from the use of this resource.
