

# **BSB42415 Certificate IV in Marketing and Communication**

#### **Record of Assessment Outcome**

Unit of Competency:		BSBRES411 – Analyse and present research information			
Student Name:					
Student ID Num	nber:				
Assessor Name	):				
Term and Year:					
The student has	s successfully	completed the following assessment tasl	k(s):	Yes	No
Assessment 1	Knowledge qu	estions			
Assessment 2	Case study				
Assessment 3	Project				
Overall, the stu	dent was asse	ssed as:			
	Competen	t D Not Yet Competent			
Did the student	meet the crite	ria for the following elements of compete	ncy?	Yes	No
1. Identify reliab	ble sources of re	search information			
2. Analyse and	synthesise rese	arch information			
3. Present inforr	mation				
The student rec	uires the follo	wing skill(s) development before re-asses	ssment	:	
Feedback to stu	udent on overa	Il performance during assessment:			
The student has reasons for the	-	d with feedback and informed of the asse	essmen	t result a	nd the
Assessor Name	<b>:</b>				
Assessor Signa	ature:	Dat	te:		
		dback on the evidence I have provided. I here are a solution of the decision.	have be	en inforr	ned of
Student Name:					
Student Signatu	ure:	Dat	te:		

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# BSB42415 – Certificate IV in Marketing and Communication

# BSBRES411 – Analyse and present research information

# **Assessment 1 – Knowledge Questions**

	Submission Details						
Student ID Number:							
Student Name:							
Assessor Name:							
Due date:							
Student Declaration:	<ul> <li>By signing this declaration, I certify that:</li> <li>The assessment work is my own work;</li> <li>All sources and materials have been acknowledged where required;</li> <li>I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information.</li> </ul>						
Student Signature:							
	Assess	sment Result De	tails				
Result:	Satisfactory		Not Satisfactory				
Feedback to Student:							
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.						
Student Signature:							
Assessor Signature:							
Date:							



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## **Submission details**

The Assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor. Submit this document with any required evidence attached. See specifications below for details.

## **Performance objective**

In this assessment, you are required to demonstrate your ability to gather, organise, research, prepare, and present workplace information in a research report.

#### Assessment description

Answer the following questions and write your answers clearly in the spaces provided. All questions must be answered correctly, and you must provide enough detail to demonstrate your knowledge.

Your responses should be submitted in written format (or in another format as agreed with your assessor) and must be in your own words. Your assessor will ensure that you have been provided with all relevant documentation.

#### Procedure

- 1. Read through the questions provided in Appendix 1 of this task
- 2. Respond to the questions

## **Specifications**

You must submit:

• A completed answer to all questions

Your assessor will be looking for evidence that:

- Knowledge on key features of organisational policies and procedures relating to:
  - the access of digital information
  - the storage/transmission of information
  - legal and ethical obligations relating to workplace information
- Understand key concepts related to research and analysis including reliability and validity
- Perform key points of research processes and strategies to identify new sources (online and print) of information and efficient and effective use



## **Appendix 1: Questions**

#### Question 1

List three guidelines for accessing digital information that are likely to be included in organisational policies and procedures.

#### **Question 2**

Policies and procedures determine how organisations store, handle and destroy electronic data. List two things organisations should consider when implementing policies and procedures for each of the following:

a. storage of electronic records.

b. Data destruction



c. handling of sensitive information.

#### **Question 3**

The Privacy Act 1988 (Cwth) and the Fair Work Act 2009 (Cwth) describe legal obligations that employees including researchers must comply with when handling workplace information. Describe three obligations from each piece of legislation.

#### **Question 4**

Describe three ethical obligations of researchers who handle workplace information.

#### **Question 5**

Define the terms *reliability* and *validity* in relation to research and analysis.



#### **Question 6**

A researcher is seeking answers to the following research question:

How have daily safety briefings on industrial sites contributed to a fall in injury rates?

The researcher has a number of sources of information to help answer this question. Decide whether the following sources are valid, reliable or a combination.

Source:	Choose one option:
A current study by the Australian Safety Research Council on the injury rates in different Australian industries by injury type and severity.	<ul> <li>Reliable but not valid</li> <li>Valid but not reliable</li> <li>Both reliable and valid</li> <li>Neither reliable nor valid</li> </ul>
A blog post by a privately employed Safety Officer with anecdotal information on how injury rates halved after the introduction of daily safety briefings.	<ul> <li>Reliable but not valid</li> <li>Valid but not reliable</li> <li>Both reliable and valid</li> <li>Neither reliable nor valid</li> </ul>
An unsubstantiated online news report by an anonymous journalist stating that injury rates amongst farmers in Northern Indian states have risen substantially in the last three years.	<ul> <li>Reliable but not valid</li> <li>Valid but not reliable</li> <li>Both reliable and valid</li> <li>Neither reliable nor valid</li> </ul>
A survey of employees asking whether they have conducted a safety briefing in the last 2 years.	<ul> <li>Reliable but not valid</li> <li>Valid but not reliable</li> <li>Both reliable and valid</li> <li>Neither reliable nor valid</li> </ul>

#### **Question 7**

Give a reason and example for when you would use each of the following research strategies



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Research strategy	Why you would use it	Example
Focus group		
Survey		
Online search		
Interview		

#### **Question 8**

Describe two ways you could find new information sources.



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# BSBRES411 – Analyse and present research information

# Assessment 2 – Case Study

	Sub	omission Details	5		
Student ID Number:					
Student Name:					
Assessor Name:					
Due date:					
Student Declaration:	<ul> <li>By signing this declaration, I certify that:</li> <li>The assessment work is my own work;</li> <li>All sources and materials have been acknowledged where required;</li> <li>I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information.</li> </ul>				
Student Signature:					
	Assess	sment Result De	tails		
Result:	Satisfactory		Not Satisfactory		
Feedback to Student:					
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.				
Student Signature:					
Assessor Signature:					
Date:					



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## Submission details

The Assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor. Submit this document with any required evidence attached. See specifications below for details.

## **Performance objective**

In this assessment, you are required to demonstrate your ability to gather, organise, research, prepare, and present workplace information in a research report.

#### Assessment description

For this assessment, you will plan and implement research strategies for an organisation for which you can gather sufficient data. The organisation may be one you work for or are familiar with. If you do not have a suitable workplace, you may use the 'Kerr Deliveries' scenario provided by your assessor.

This task is in two parts:

- Part A: Develop research objectives in line with organisational requirements.
- Part B: Implement research strategies to gather data for analysis.

Complete all parts of the assessment with supporting documentation as required. Submit the assessment task in the required format and within the timeframe agreed with your assessor...

#### Procedure

#### Part A: Develop research objectives

1. Identify a research question. Your research question must be aligned to the business and/or operational goals of your chosen organisation. Your research question can apply to the work your team does, to a wider group in your organisation or to the whole organisation if appropriate.

Make a time to meet with stakeholders (your manager and another stakeholder) and ensure you communicate effectively on the issues listed below. If you are completing this assessment using the Kerr Deliveries scenario, meet with your assessor (and another person, playing the role of a stakeholder) to discuss the following:

- a. Your research question: Seek input from the manager/stakeholder to refine the scope of your research.
- b. Operational or business objectives: Which goals does your research question align with?
- c. Presentation and distribution methods: If you are required to write a report, determine any organisational requirements (e.g. use of style guide or template). Are you required to give a presentation to an executive team, or present information more informally at a team meeting? Is email an appropriate method of distribution, or should files be shared in cloud-based document libraries?



- d. Timeframe: What is a suitable timeframe for gathering, analysing and reporting on your research information?
- 2. Complete the consultation reflection in Appendix 1 to record the outcomes of your meeting.

#### Part B

- 1. Based on your research question, write a minimum of two research objectives. Record them in the spaces provided in the implementation plan in Appendix 2.
  - a. Ensure your research objectives are consistent with organisational goals.
  - b. Ensure your research objectives follow the SMART format:
    - i. specific (focused on a particular idea, issue or outcome)
    - ii. measurable (using metrics such as percentage growth or dollar values)
    - iii. achievable (the required outcome should be attainable)
    - iv. relevant (the goal should be aligned to business needs)
    - v. timeframed (specify when the goal will be achieved).
- 2. Identify potential sources of research information:
  - a. Determine who or what can provide the information you need.
  - b. For each source of information, assess its reliability against the key criteria of:
    - i. currency
    - ii. relevance
    - iii. audience
    - iv. authority
    - v. accuracy
    - vi. purpose/bias.
  - c. Ensure your sources are also valid– does the information being asked for relate to the research question? Will you be collecting the right information?
- 3. Choose and implement appropriate research strategies:
  - a. Determine which research strategies to use to collect the required information.
  - b. Use the template in Appendix 2 (or create one of your own) to develop a plan for implementing your research strategies. Outline the steps, resources and people required to achieve your research objectives.
  - c. Identify which format you will use to extract information, e.g. quantitative, qualitative, using tabulated data, charts or textual methods.
  - d. Identify the legal and ethical obligations you must follow when collecting and storing information.



- e. Decide how you will collect and store your data, ensuring your methods align with organisational policies and procedures.
- f. Implement the research strategy, accessing appropriate digital resources and tracking your progress on the implementation plan.

## **Specifications**

You must submit:

- A consultation reflection
- An implementation plan

Your assessor will be looking for evidence that:

- Analyses and evaluates textual information to develop informationm research strategies, integrate facts and ideas and meet organisation requirements
- Recognises and follows organisational policies and procedures and meets expectations associated with own role
- Selects and uses appropriate communication practices when seeking or sharing information
- Plans, organises and implements tasks to meet organisational requirements
- Takes responsibility for the outcomes of routine decisions related directly to own role
- Uses the main features and functions of digital technologies and tools to complete work tasks
- Recognises and takes responsibility for addressing foreseeable problems in familiar work contexts
- Identify research requirements and objectives
- Gather, organise and present research information
- Communicate effectively with research stakeholders to clarify requirements
- Maintain and handle information and documents systematically and securely



#### Appendix 1 – Consultation reflection

Consult with your manager/stakeholder on Assessment Task 2, Step 1; or if using the provided scenario, meet with your assessor. Complete this reflection after your meeting.

Name		Date
Position of person consulted		Date consulted
Research question:		
Key discussion point	S	
Discussion of research question with stakeholder		
What input did the stakeholder offer? How did it refine the scope of your research question?		
Related business or operational objectives What business/ operational objectives does your research		
align with?		
Presentation method		
Style guide/template? Formal presentation required?		
Agreed timeframe for gathering, analysing and reporting		



## Appendix 2 – Implementation plan

Use this template (or one of your own) to plan the implementation of your research.

Learner name		Da	te				
Research objecti	ves (SMART)						
Potential sources	S						
Check reliability c	riteria of currency, relevance, aud	ience, a	authority,	accurac	cy and p	urpose/b	oias.
					<b>—</b>		
		C	R	Aud	Aut	Acc	P/B
		L C	D R	□ Aud	□ Aut	□ Acc	□ P/B
		С	R	Aud	Aut	Acc	P/B
		С	R	Aud	Aut	Acc	P/B
		□ C					□ P/B
			R	Aud	Aut	Acc	
		L C	R	□ Aud	□ Aut	□ Acc	D P/B
		□ C	D R	□ Aud	□ Aut	□ Acc	D P/B



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Are any sources potentially invalid? Explain why.

Research strategy	Implementation steps	Resources required	Target date	Responsible person	Completion date
Data formats:	1	1	<u> </u>	1	1



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Legal and ethical obligations related to gathering and storing this data:

Organisational policies and procedures for collecting and storing information:



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# **Assessment 3 – Project**

	Submission Details						
Student ID Number:							
Student Name:							
Assessor Name:							
Due date:							
Student Declaration:	<ul> <li>By signing this declaration, I certify that:</li> <li>The assessment work is my own work;</li> <li>All sources and materials have been acknowledged where required;</li> <li>I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information.</li> </ul>						
Student Signature:							
	Assess	sment Result De	tails				
Result:	Satisfactory		Not Satisfactory				
Feedback to Student:							
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.						
Student Signature:							
Assessor Signature:							
Date:							



## Submission details

The Assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor. Submit this document with any required evidence attached. See specifications below for details.

## **Performance objective**

In this assessment, you are required to demonstrate your ability to gather, organise, research, prepare, and present workplace information in a research report.

#### Assessment description

For this assessment, you will analyse data and present the findings of the research strategies implemented in Assessment Task 2. You are required to seek feedback on your research methods and distribute your results in line with organisational requirements.

Complete all parts of the assessment with supporting documentation as required. Submit the assessment task in the required format and within the timeframe agreed with your assessor.

#### Procedure

- 1. Using appropriate software, analyse the data collected in Assessment Task 2.
  - a. Sort your data into quantitative and qualitative data and organise it in tables.
  - b. Evaluate the meaning of your data by relating it back to the research question.
  - c. For each set of quantitative data:
    - i. decide what statistics you need to apply for example mean/average, median, mode, percentage
    - ii. graphically represent your data
    - iii. apply an analysis method such as cross tabulation, trend, MaxDiff or gap analysis.
  - d. For each set of qualitative data:
    - i. identify keywords
    - ii. decide what codes you will use
    - iii. determine the emerging themes i.e. what are the common elements connecting the data?
    - iv. apply statistical meaning to the themes, e.g. 'XX percent of respondents indicated...', 'The average time spent on YY was ...', 'More than half those surveyed...', etc.
- 2. Identify any assumptions made throughout the research phases and collect supporting evidence for them.
- 3. Develop conclusions from the analysis of your data.
  - a. collect the evidence that supports these conclusions



- b. check that each conclusion aligns to the research methods and the research objective.
- 4. Develop recommendations that relate to the conclusions of your research.
- 5. Collate your research for submission to your assessor.
- 6. Use appropriate software and follow organisational requirements to prepare a research report within the agreed timeframe. If your workplace does not require a written report, prepare this report first and use it to assist you in preparing the presentation method you agreed in Assessment Task 2, Part A. Apply organisational style guides, or if none are available, refer to the Kerr Deliveries scenario. Include the following in your report:
  - a. Introduction:
    - i. Explain why you are using the presentation method and why it suits your audience.
    - ii. Discuss your research objectives and research strategies. What did you research and how did you research it? How did your research objectives align to organisational objectives?
  - b. Implementation:
    - i. Discuss your implementation plan outlining the steps, resources and responsible people involved in your research.
    - ii. Explain the formats in which you extracted the information, whether qualitative and quantitative, and if using tabulated data, charts or textual methods.
  - c. Policies and procedures:
    - i. Describe the requirements for collecting and storing information and how you complied with them.
    - ii. Explain the legal and ethical obligations you have complied with.
    - iii. Describe the security used to keep your data safe.
  - d. Research strategies:
    - i. Comment on the efficiency of the research strategies used, the time and resources required.
    - ii. Discuss the reliability of your sources, evaluating the truthfulness and accuracy of the information against the key criteria of currency, relevance, audience, authority, accuracy and purpose/bias.
    - iii. List the sources used and indicate whether they are primary or secondary sources.
  - e. Analysis:
    - i. Explain your quantitative data using statistics, graphs and other analysis methods used.



- ii. Explain the methods used to analyse the qualitative data using keywords, themes and statistics.
- f. Assumptions:
  - i. Explain the assumptions made.
  - ii. Justify why each assumption is true using supporting evidence.
- g. Conclusions:
  - i. Explain the conclusions you drew from the analysis.
  - ii. Justify each conclusion using supporting evidence.
  - iii. Link each conclusion to the research objective and the research methods used.
  - iv. Show how each conclusion aligns to the business objectives. Demonstrate that the conclusion answers the research question and thus enables decisions to be made or provides evidence that the business objective is or is not being fulfilled.
- h. Recommendations: Explain the action/s that should be taken as a result of your research.
- 7. Present your findings to your stakeholders or assessor.
  - a. Present your recommendations and any issues using appropriate communication practices and appropriate language and structure for the audience.
  - b. Ask for feedback or comments on the suitability and sufficiency of your research.

Your assessor will observe you presenting your research findings (or your recorded video or audio from your workplace) using the observation checklist for this task. Read the checklist to ensure you understand what is required.

If your report is to be delivered verbally in your workplace, ask your manager or other stakeholders to complete the third-party report in Appendix 3.1. Record your presentation using video or voice recording software and submit it to your assessor along with the third-party report.

If using the Kerr Deliveries scenario for this assessment, or if your workplace does not require a face-to-face presentation, schedule a time to orally present your research to your assessor.

- 8. Write a short reflection (no more than one page) on the feedback you received. Discuss:
  - a. the suitability of your research strategies
  - b. the suitability of your findings
  - c. the sufficiency of your findings
  - d. whether your conclusions were defensible
  - e. the parts of the research that were done well



- f. where research practices could be improved.
- 9. Distribute your research findings in the manner agreed in Assessment Task 2, Part A. Provide evidence of distributing your research such as an email, a screenshot of file storage or a link to a web page.

# **Specifications**

You must submit:

- A research data, either separately or as an appendix to your research report
- A research report, as per organisational requirements
- A third-party report and presentation recording, if using own workplace
- A feedback reflection.

Your assessor will be looking for evidence that:

- Able to gather, organise and present research information
- Maintain and handle information and documents systematically and securely
- Preparing reports on research findings including:
  - $\circ\;$  recommendations based on the analysis of research information
  - o clear and justified assumptions and conclusions
  - use of efficient and reliable research methods
- Analyse, evaluate and interpret research information to support organisational activities



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# Appendix 1 – Third-party report

Learner's name						
Learner's ID number						
Unit code and title						
Overview						
Instructions for the third-party observer Thank you for taking the time to undertake a third-party observation for the above-named learner. Third parties such as yourself can assist an assessor to validate the learner's knowledge and skills in a workplace environment, ensuring the learner can apply knowledge and skills consistently, in a variety of contexts and to the industry standard. The following checklist should be used to observe and record the learner's performance in the workplace. This is also an opportunity for you to record any feedback or opportunities for improvement you have identified in the learner's performance. If a skill or criterion is not observed, you are required to place a tick in the column marked 'Not Observed (N/O)'.						
	requires the learner to be observe ill be outlined below under assess		•		eframe	oron
	Assessment requirements					
	discuss their research findings, p te to audience and according to o		-			
The learner:						
Presents research findin	ıgs					
Date						
Third party initials						
Attempt number		Atten	npt 1	Atten	npt 2	N/O
Satisfactory/Unsatisfact	ory/Not Observed	S	U	S	U	14/0
<ul> <li>a. Demonstrates use of e practices:</li> <li>i. speaks clearly</li> </ul>	effective communication					
ii. makes appropriate	eye contact					
iii. uses active listenin	g skills					



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The learner:			
Presents research findings			
Date			
Third party initials			
Attempt number	Attempt 1	Attempt 2	N/O
Satisfactory/Unsatisfactory/Not Observed	SU	SU	14/0
iv. maintains an awareness of body language in a professional setting			
v. builds rapport with audience			
<ul> <li>vi. uses appropriate language for the audience – explains industry or organisational terminology; pitches at the right level of understanding; aligns to business objectives</li> </ul>			
vii. uses appropriate structure for the audience			
<ul> <li>Explains research methods, information sources and strategies implemented</li> </ul>			
c. Summarises data analysis methods			
d. Discusses assumptions and their justifications			
e. Explains conclusions drawn from analysis of the data			
f. Makes recommendations related to conclusions			
g. Asks for comments and feedback on suitability and sufficiency of research findings			



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The learner:					
Presents research findings					
Date					
Third party initials					
Attempt number	Attempt 1	Attempt 2	N/O		
Satisfactory/Unsatisfactory/Not Observed	SU	SU	N/O		
h. Feedback provided to learner on sufficiency and suitability of findings:					

#### Third-party declaration

Period of observation			
Feedback or comments			
Declaration	I confirm that I have observed the above-named learner and have recorded my observations truthfully and honestly in the above third-party report.		
Third party name			
Position or relationship to the learner			
Third party signature	Date		
Assessor name			
Assessor signature	Date		
Learner name			



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Learner declaration	I declare that I have been observed by the above-named third party. Feedback on my performance has been provided to me.		
Learner signature		Date	