



BSB42415 Certificate IV in Marketing and Communication

Record of Assessment Outcome

Unit of Competency:	BSBMKG408 – Conduct market research		
Student Name:			
Student ID Number:			
Assessor Name:			
Term and Year:			
The student has successfully completed the following assessment task(s):		Yes	No
Assessment 1	Project	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 2	Written Report	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 3	Presentation	<input type="checkbox"/>	<input type="checkbox"/>
Overall, the student was assessed as:			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>	
Did the student meet the criteria for the following elements of competency?		Yes	No
1. Conduct desk research to gather background market information		<input type="checkbox"/>	<input type="checkbox"/>
2. Develop research methodology and objectives		<input type="checkbox"/>	<input type="checkbox"/>
3. Recruit respondents		<input type="checkbox"/>	<input type="checkbox"/>
4. Gather data and information from respondents		<input type="checkbox"/>	<input type="checkbox"/>
5. Analyse research information		<input type="checkbox"/>	<input type="checkbox"/>
6. Prepare research reports		<input type="checkbox"/>	<input type="checkbox"/>
The student requires the following skill(s) development before re-assessment:			
Feedback to student on overall performance during assessment:			
The student has been provided with feedback and informed of the assessment result and the reasons for the decision.			
Assessor Name:			
Assessor Signature:		Date:	
I have been provided with feedback on the evidence I have provided. I have been informed of the assessment result and the reasons for the decision.			
Student Name:			
Student Signature:		Date:	

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BSB42415 – Certificate IV in Marketing and Communication

BSBMKG408 – Conduct market research

Assessment 1 – Project

Submission Details			
Student ID Number:			
Student Name:			
Assessor Name:			
Due date:			
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• 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.		
Student Signature:			
Assessment Result Details			
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

The candidate must demonstrate ability, knowledge and skills in developing a research brief and prepare a research proposal.

Assessment description

This is the first of three assessments. Participants must report findings back to the facilitator verbally in addition to written work.

Procedure

This stage of the assessment is for participants to identify and describe the situation, the activities and people involved in the need to research. This assessment has two stages.

Stage A – The research brief

This stage is designed to prepare you to develop a research brief that will be used by a group conducting the research on your behalf. You will need to provide the appropriate background information and the questions/issues that you want answered.

You may use an actual problem/issue that is facing your organisation at work, or if at present you do not work you may research an actual business problem or opportunity facing a business organisation you know about.

Please note; before proceeding with this stage, speak to your facilitator to make sure everyone is satisfied with your research idea.

1. Background:
 - a. a brief history of the product or service to be researched
 - b. a description of the present situation including any available statistics (that is any available sales figures or such data).
2. Research the problem and/or opportunity:
 - a. outline what is the marketing problem facing the marketing organisation and its decision makers
 - b. also outline what is or are the marketing opportunity or opportunities facing the organisation and its marketing decision maker/s
 - c. outline what is the organisation's business and marketing strategy and how this research will improve it
 - d. distinguish the various symptoms of the present situation from the actual problem
 - e. what marketing goals are to be achieved (if any) by undertaking this research?
3. Your research brief may also include:



- a. a very short summary of any obtainable product information
 - b. product positioning data. Positioning is the process by which marketers try to create an image or identity in the minds of their target market for their product
 - c. product differentiation – how our product differs from competitors in the marketplace
 - d. what stage of the 'product life cycle' (PLC) is our product in? Is it introductory, growth, maturity or decline stage?
 - e. your organisation's overall marketing strategy
 - f. your organisation's branding strategy
 - g. your organisation's packaging strategy
4. The specific people that are to be the subject of the research will include:
- a. the target market/s:
 - i. demographics – selected population characteristics like gender, age or household income
 - ii. psychographics – selected characteristics like lifestyles and attitudes.
5. Other relevant information:
- a. key information required by management
 - b. Reporting requirements such as to who the report needs to be addressed to (please include their exact title)
 - c. budget – (proposed)
 - d. timeline such as deadlines for reporting
 - e. contact for project management.

(Please note: the recommended length of Stage A: 1,000 words)

Stage B – Research proposal

In this stage of this first assessment you will prepare a research proposal for your client. The proposal will be to select appropriate research methods.

Your group will collect primary and secondary data to provide the required information.

As a result, you will know what information is required and how to collect primary data in order to provide guidance on the problem you are investigating.

Participants will design a research proposal identifying:

1. Research objectives:

(Will most likely include):

 - a. a restatement in research terms of what management needs to know to make a relevant decision
 - b. objectives are stated as specifically and clearly as possible in terms of the precise information necessary to address the marketing management problem/opportunity
 - c. management decision criteria
 - d. the methodology this is likely to use includes such things as making a hypothesis:



- i. Making an assumption regarding the market you are researching. This will be your theory about what is happening and why.
 - ii. In order to test this theory, you will need to conduct some form of market research.
2. Reporting requirements.
3. Required materials.
4. Try and identify the cost of the research in terms of staff time to be allocated. Describe the numbers of staff and the time to be allocated to the research effort.
5. Time schedule – how long it is expected for the research to take.
6. Indication of information to be collected.
7. Suggest who will be in your sample group.

Specifications

You must:

- develop and implementing a market research survey tool
- accurately record and securely store survey data in accordance with organisational procedures
- utilise a range of methodologies to analyse market research information
- document market research activities and findings in a research report
- complete all Student Workbook activities:
 - All questions to be answered in detail stating question and answers.
 - All templates should be completed in full and your own examples given.

Your assessor will also be looking for:

- Conducting the initial research using appropriate sources to gather background information.
- Identifying options for information collection and collation tools and methods.
- Determining and seeking approval for reporting formats for market research documentation.
- Reporting the initial research findings in approved formats in accordance with organisational procedures.
- Develop hypotheses and research objectives for market research.
- Identifying options for quantifying data.
- Developing and implementing a market research survey tool.



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BSBMKG408 – Conduct market research

Assessment 2 – Written Report

Submission Details			
Student ID Number:			
Student Name:			
Assessor Name:			
Due date:			
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• 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.		
Student Signature:			
Assessment Result Details			
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

The candidate must demonstrate the ability, knowledge and skills in developing a survey based on the data gathered using the survey tools.

Assessment description

This is the second of three assessments. Participants must report findings back to the facilitator verbally in addition to written work.

Procedure

In this second assessment, you will develop a survey.

Your survey should be based on the information/questions that the 'customer' wants answered. You will prepare a draft survey in the form of a questionnaire.

The main issues to consider for this survey include the following.

- Its proposed layout.
- Its proposed length.
- How it is to be structured? For example, will your survey be fully structured or unstructured?
- How do you go about collecting any quantitative data?
- How do you go about collecting any qualitative data?
- Do you use any open ended questions?
- Do you also use dichotomous questions?
- Will you use a choice of answers? For example, including the use of rating scales, e.g. Likert scales?
- Clarity – how will you word your questions to make sure the respondent is clear of what is being asked?
- When and where is it appropriate to use filter and demographic questions (if at all applicable)?
- Please note your survey should be a simple and clear and the layout must be easy for all survey respondents to follow.



Specifications

You must:

- develop and implementing a market research survey tool
- accurately record and securely store survey data in accordance with organisational procedures
- utilise a range of methodologies to analyse market research information
- document market research activities and findings in a research report
- complete all Student Workbook activities:
 - All questions to be answered in detail stating question and answers.
 - All templates should be completed in full and your own examples given.

Your assessor will be looking for you to:

- identify market research methodology and determine, develop, test and amend required survey tools
- determine and test methods of data extraction, collation and analysis
- interpret market research plans to identify potential respondents and their requirements
- identify respondents in line with research and organisational requirements
- recruit respondents in line with the agreed research methodology and organisational requirements
- prepare and arrange resources for data gathering
- Gather data and information using survey tools
- record data and information gathered in approved formats, in accordance with organisational procedures
- store and safeguard survey information and data in accordance with organisational procedures
- develop and implement a market research survey tool
- accurately record and securely store survey data in accordance with organisational procedures.

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Assessment 3 – Presentation

Submission Details			
Student ID Number:			
Student Name:			
Assessor Name:			
Due date:			
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• 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.		
Student Signature:			
Assessment Result Details			
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

The candidate must demonstrate ability, knowledge and skills in conducting a research and analysis report and then present their results of the research conducted.

Assessment description

This is the third of three assessments. There are two stages to this third Assessment task, Stage A and Stage B. Participants must report findings back to the facilitator verbally in addition to written work.

Procedure

As mentioned this assessment consists of two sections.

Stage A – research and analysis report

You, the participants (research group) will conduct research in response to the research brief. This will be documented after consultation with the 'client group' and prepare a report. This will include:

- Any primary data collected.
- Any secondary data collected.
- An analysis of all the research findings.
- Any interpretations of your research findings into actual recommendations.
- Identifying areas where further research may be required or which could support the ongoing management of the communication/advertising program.

Participants should also compare the budgeted amount estimate used in the proposal to the actual amounts that were spent. You will need to keep the original timesheets of the various activities undertaken.

The use of graphs and charts to explain results will also make the report easier to read. It is recommended that this report include the following sections:

1. Cover page:
 - a. including names of the research project, name of the research user/organisation, and the name/s of the researcher.
2. Table of contents:
 - a. including all tables and graphs.
3. An executive summary:
 - a. it should consist of no more than one page



- b. a very short summary the whole report (including research objectives, major findings, conclusions and recommendations).
4. Background section:
 - a. this section should be no more than half a page
 - b. briefly describe the background to the report such as the research problem (this means including the background and statement of the problem).
5. Methodology:
 - a. the type of data that was collected e.g. qualitative and/or quantitative
 - b. the sample used (including the size of the sample)
 - c. the data collection method -- there are many methods so you will have to be specific.
6. Analysis section:
 - a. you will provide any relevant frequency tables and charts for each question. You will also include cross tabulations and perceptual (brand) maps
 - b. a brief summary of your critical interpretation will accompany each table.
7. Time and cost analysis -- a summary of the time it took and costs incurred.
8. Your conclusions and recommendations.
 - a. you need to critically analyse what the results of your surveys are actually saying. This infers transferring findings from the body of your report to support your conclusions.
9. Appendices:
 - a. include here surveys and other forms used. Include any statistics, graphs and other data that you think your client would want to see.

(Estimated approximate length of assessment Stage A: 2,000 words.)

Stage B – Presentation of the report

You are to present the results of your research to your facilitator. Your facilitator is the client in this case. This may also mean presenting to all participants.

A Microsoft PowerPoint presentation should be developed and submitted. If possible a video of your presentation would provide valuable evidence about how your presentation came across and was received.

Time allowed for each presentation is 10 to 15 minutes and not more than 10 slides. Your conciseness will be appreciated.

The main issues to be included in this presentation should be:

- a brief outline and profile of your respondents (for example, sample size and a summary of demographics)
- your conclusions and research findings
- an outline of your recommendations
- ensure your research objectives are logically still relevant.



Specifications

You must:

- develop and implement a market research survey tool
- accurately record and securely store survey data in accordance with organisational procedures
- utilise a range of methodologies to analyse market research information
- document market research activities and findings in a research report
- complete all Student Workbook activities:
 - All questions to be answered in detail stating question and answers.
 - All templates should be completed in full and your own examples given.

Your assessor will be looking for evidence that you have:

- conducted checks on quality of data and information collected
- selected appropriate techniques to summarise data and information
- designed software files for entering data and information
- processed data using a method appropriate to research design
- interpreted and aggregated data and information including categorisation, to provide observations relevant to research objectives
- collated and assessed findings for relevance and usefulness to research objectives
- prepared research reports
- communicated research findings to relevant personnel and stakeholders in accordance with organisational procedures
- accurately recorded and securely store survey data in accordance with organisational procedures
- utilised a range of methodologies to analyse market research information
- documented market research activities and findings in a research report.