

UAN:	K/502/9933
Level:	3
Credit value:	5
GLH:	40
Relationship to NOS:	This unit is linked to Council for Administration NOS Marketing 1.2.1 Define the need for market research Marketing 1.2.2 Design market research projects Marketing 1.2.4 Collect market research data Marketing 1.2.7 Collect data on the knowledge, attitude and behaviours of target groups
Assessment requirements specified by a sector or regulatory body:	This unit is endorsed by the Council for Administration.
Aim:	This unit concerns understanding the basis on which market research is commissioned, how to design market research projects, the principles of marketing data collection and the principles of marketing data interpretation and evaluation.

Learning outcome
The learner will: 1. Understand the basis on which market research is commissioned.
Assessment criteria
The learner can: 1.1 describe how to identify the need for market research and the sources of evidence to support this 1.2 describe the basis for scoping the research and identifying linkages, interdependencies and the possible impact of one element on others 1.3 explain how to set research parameters, aims and evaluation criteria 1.4 explain the importance of involving stakeholders in the definition of research to be carried out 1.5 explain how to evaluate different options for conducting the research.

Range**Sources of evidence:**

- new product/service
- new customer/stakeholder
- competitors
- feedback

Different options:

- primary
- secondary

Learning outcome

The learner will:

2. Understand how to design market research projects.

Assessment criteria

The learner can:

- 2.1 explain how to set research objectives, timescales, budget and resource requirements and success criteria
- 2.2 explain how to specify the characteristics and size of the sample to be researched in accordance with the research aims and objectives
- 2.3 describe the **factors** to be taken into account when selecting research instruments that are fit for purpose
- 2.4 explain how to ensure the suitability of methods chosen to conduct research
- 2.5 explain the strengths and limitations of quantitative and qualitative research
- 2.6 explain how **risks** inherent in market research may be addressed
- 2.7 Explain how to ensure that research data collected is valid and reliable
- 2.8 describe the uses of the research outputs
- 2.9 explain how to obtain approval to the proposed research.

Range**Factors:**

- cost
- product
- time
- target audience
- quantitative and qualitative data

Risks:

- inaccurate source data
- breach of legislation

- validity of data

Learning outcome

The learner will:

3. Understand the principles of marketing data collection.

Assessment criteria

The learner can:

- 3.1 explain the difference between primary and secondary research and how this affects data collection methods and interpretation
- 3.2 describe the importance of using research instruments correctly
- 3.3 explain the role of data collection in a market research project
- 3.4 explain how to address problems arising in data collection (eg insufficiency of representative sample, unreliable or invalid data)
- 3.5 explain the importance of accurate data collection and recording
- 3.6 explain marketing data storage, security and access **requirements.**

Range**Requirements:**

- Data Protection Act
- internal procedures eg passwords for computers, lockable cupboards.

Learning outcome

The learner will:

4. Understand the principles of marketing data interpretation and evaluation.

Assessment criteria

The learner can:

- 4.1 explain the volume of data needed to ensure statistical confidence
- 4.2 explain how to evaluate the quality, reliability and validity of market research data
- 4.3 describe the use(s) of market research
- 4.4 explain the application, strengths and weaknesses of different **data analysis methods**
- 4.5 explain the use of statistical tools to identify trends, causes and correlations in marketing data
- 4.6 explain the strengths and weaknesses of different data **evaluation methods**
- 4.7 explain the basis on which to reach conclusions as to the usefulness of the research.

Range**Data analysis methods:**

- data mining
- business intelligence

- statistical applications

Evaluation methods:

- SWOT analysis

Unit 330 **Principles of market research**

Supporting information

Guidance

For assessment criterion 2.1, candidates should know how to create a Gantt chart and have an awareness of budget constraints.

For assessment criterion 4.3, candidates should know the use(s) of collected market research.