|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |

|  |
| --- |
| STUDENT ASSESSMENT BOOKLETBSBMKG506 Plan market research **RTO Code: 45330****CRICOS Code: 03670D****Tel: +61 2 9281 6898****E: info@harbourside.nsw.edu.au****Web: www.harbourside.nsw.edu.au****Add: Level 3 616-620 Harris St, Ultimo NSW 2007, Australia** |

|  |  |
| --- | --- |
|  | **RECORD ASSESSMENT OUTCOME** |
| **Unit of Competency:** |  |
| **Student Name:** |  |
| **Student ID Number:** |  |
| **Assessor Name:** |  |
| **The student provided satisfactory work of the following assessment task(s):** | **Yes** | **No** |
| Assessment 1 | Written Questions  | 🞏 | 🞏 |
| Assessment 2 | Project- Market research planning | 🞏 | 🞏 |
| Assessment 3 | Written Report – Market Research | 🞏 | 🞏 |
| **Final Assessment Results** |
| **Competent** 🞏  **Not Yet Competent** 🞏 |
| **Did the student meet the criteria for the following elements of competency?** | **Yes** | **No** |
| 1. Identify market research needs | 🞏 | 🞏 |
| 2. Define market research objectives | 🞏 | 🞏 |
| 3. Define data gathering approaches | 🞏 | 🞏 |
| 4. Develop market research plan | 🞏 | 🞏 |
| **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:** |  |

|  |
| --- |
| **Assessment Task 1: Written Questions** |
| **Student ID Number:** |  |
| **Student Name:** |  |
| **Trainer/Assessor Name:** |  |
| **Due date:** |  |
| **Student Declaration:** | **By signing this declaration, I certify that:*** **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** |
| **Attempt Number** | **□ Attempt 1** | **□ Attempt 2** |
| **Assessment Outcome:** | **□ Satisfactory** | **□ Not Satisfactory** |
| **Feedback to Student:** |  |
| **Re-assessment*****\*Required skill(s) to be developed or evidences to be submitted for re-assessment*** |
| **Student Declaration:** | **I have been given with feedback on my assessment performance/result from the assessor.** |
| **Student Signature:** |  |
| **Trainer/Assessor Signature:** |  |
| **Date:** |  |

|  |
| --- |
| Assessment Task 1: Written Questions |

Task summary:

1. You are to answer all the questions in this task.

Resources and equipment required to complete this task

* Access to textbooks and other learning materials.
* Access to a computer and the Internet (if you prefer to type your answers).

When and where do I complete this task?

1. This task may be done in your own time as homework or you may be given time to do this task in class (if applicable). Your assessor will advise.

what do I need to submit?

1. Your answers to all the questions.

What happens if I get something wrong?

1. If your assessor marks any of your answers as incorrect, they will talk to you about resubmission. You will need to do one of the following:
* Answer the questions that were incorrect in writing.
* Answer the questions that were incorrect verbally.

Instructions:

* This is an open book test – you can use your learning materials as reference.
* You need to answer all 23 questions correctly.
* You must answer the questions by writing in the space provided.
* If you need more space, you can use extra paper. Make sure you write on each extra piece of paper your name and the question number/s you are answering.
* You may prefer to use your computer to type your answers. Your assessor will let you know if you can email your answers as a Word file, or if you must print and submit hard copies.

Question 1

1. Identify and outline five items of regulations and laws that apply to the marketing industry in Australia.

Question 2

1. In your own words summarise the general rules of professional behaviour that a market researcher should observe under the Australian Social and Market Research Society Code of Professional Behaviour.

Question 3

1. **Discuss at least two ways in which the Market and Social Research Privacy Code 2014 incorporates privacy issues?**

Question 4

1. **Identify and discuss one action that a market researcher could take to avoid discrimination claims?**

Question 5

1. Briefly describe the steps for conducting market research.

Question 6

1. Why would your research data need to be processed? Describe four methods you can process your data.

Question 7

1. Briefly discuss what is meant by quantitative research and outline common sources of quantitative data.

Question 8

1. Briefly discuss what is meant by qualitative research and outline common sources of qualitative data.

Question 9

1. Briefly describe three statistical methods for analysing qualitative research data and how each of them is used.

Question 10

1. Briefly describe three statistical methods for analysing quantitative research data and how each of them is used.

Question 11

1. Discuss why qualitative and quantitative data both play an important role in research.

Question 12

1. In two to three paragraphs discuss the principles behind sample design in market research.

Question 13

1. Discuss the differences between probability and non-probability sampling and provide at least two methods of selecting the sample from each.

Question 14
What is the purpose of having a hypothesis? Discuss the principles a market researcher would need to apply to develop a strong hypothesis.

Question 15

1. Designing an effective survey tool is not always an easy take. List and describe five principles that you should follow when designing your survey or questionnaire.

Question 16

1. Discuss why is it important to test a questionnaire to be used in market research prior to using it?

Question 17

1. Discuss at least four reasons that an organisation would undertake regular market research.

Question 18

1. The Triple Constraint (or Project Management Triangle) is one of the most well-known mechanisms for signifying the interaction of the key attributes of a project. In a page, describe what the Triple Constraint is and its use in project management.

Question 19

1. Discuss the role of the project sponsor. At what points are they involved in the project? What are they responsible for?

Question 20

Make a list of at least four other possible stakeholders in a workplace project. Briefly discuss their roles in a project.

Question 21

1. Discuss the process of conducting a needs analyse in relation to market research.

Question 22

1. Outline the process of developing a project scoping document. Discuss who is involved in the development and approval of this document.
2. **Question 23**
3. Briefly outline the project management process. In what phase are the timelines, budgets and implementation plans established and monitored?

|  |  |
| --- | --- |
| 1. **What do I need to hand in for this task?**
 | 1. **Have I completed this?**
 |
| 1. Your answers to each question
 | 1. 🞏
 |

| **Assessment Task 1: Written questions** |
| --- |
|  | **Attempt 1Yes/No****Date:**  | **Attempt 2Yes/No****Date:**  |
| Did the student answer all written questions correctly? (Please note which questions were answered incorrectly, if applicable.) |  |  |
| If ‘no’ to the above, did you identify gaps in the student’s understanding and knowledge?  |  |  |
| If ‘yes’ to the above, what arrangements have been made for reassessment? |  |  |
| Please add any feedback to the student about this task on the Assessment Cover Sheet. Keep a copy of the completed Assessment Task Cover Sheet.  |
| Please note any reasonable adjustments for this task below. |
| Assessment Task 1 Outcome | Satisfactory 🞎 | Not Satisfactory 🞎 | Date: |
| Student name: |  |
| Trainer/assessor name: |  |
| Trainer/assessor signature: |  |

|  |
| --- |
| **Assessment Task 2: Project – Market Research Planning** |
| **Student ID Number:** |  |
| **Student Name:** |  |
| **Trainer/Assessor Name:** |  |
| **Due date:** |  |
| **Student Declaration:** | **By signing this declaration, I certify that:*** **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** |
| **Attempt Number** | **□ Attempt 1** | **□ Attempt 2** |
| **Assessment Outcome:** | **□ Satisfactory** | **□ Not Satisfactory** |
| **Feedback to Student:** |  |
| **Re-assessment*****\*Required skill(s) to be developed or evidences to be submitted for re-assessment*** |
| **Student Declaration:** | **I have been given with feedback on my assessment performance/result from the assessor.** |
| **Student Signature:** |  |
| **Trainer/Assessor Signature:** |  |
| **Date:** |  |

|  |
| --- |
| Assessment Task 2: Project - Market Research Planning |

Task summary:

1. This assessment task requires you to plan market research for a company of your choice. You must then develop and deliver a presentation using Microsoft PowerPoint or similar program to your team on the market research to be conducted. You will use the information you identify for this assessment to inform the development of your market research plan to be developed in Assessment Task 3.

Resources and equipment required to complete this assessment

* Access to a computer with Microsoft PowerPoint or similar program
* Access to the Internet for research
* Access to a projector
* Access to a space for presentation.

When and where do I complete this task?

* This task may be done in your own time as homework or you may be given time to do this task in class (if applicable). Your assessor will advise.

What do I need to submit?

* Marketing plan PowerPoint presentation (based on your market research)
* Email with revised presentation

What happens if I get something wrong?

1. If your assessor identifies that you have not completed any of the tasks in this assessment satisfactorily correctly you will be given the opportunity to resubmit. You will only be required to redo the tasks that are unsatisfactory however you will need to resubmit the entire assessment. Your assessor will discuss the details for resubmission with you.

Instructions:

|  |
| --- |
| 1. *Imagine that you are the Marketing Manager for a company of your choice. You have been provided with a small budget of $25,000 to conduct market research. You are required you to conduct and report on the research within the next 2 months. You have a small team of staff to assist you including a Marketing Officer and Project Officer.*
2. *Your Managing Director is not an expert in marketing and has not given you any direction on what to research. You will need to define the problem, develop the statement of market research needs, draft the marketing objectives and complete an initial high-level project scope before you present your ideas and plans for approval.*
3. *For the purposes of this assessment, assume that you are the Marketing Manager of the company that you have chosen and that your assessor is the Managing Director. Assume that the location of the business is in the city or suburb you are living in.*
 |

1.
2. Complete the following activities:
	1. Choose a company you wish to conduct market research for. Alternatively, your assessor can provide you with a company and their marketing plan.

The marketing plan must include

* business goals,
* background to the company,
* target customers,
* marketing/branding strategy,
* sales forecasts and
* marketing budget.
	1. For your research look at the
* segmentation,
* product,
* pricing
* promotion strategies
* distribution channels
	1. In your statement mentions the following:
* What is the exact problem that needs to be solved?
* Where does the problem occur?
* When does the problem occur or what factors contribute to the occurrence of the problem?
	1. Include S.M.A.R.T objectives in your marketing research.
	2. Include a high-level project scope in your research.
	The scope should cover the following headings as a minimum:
* A statement of market research needs (that you drafted above Q3)
* Marketing Research Objectives (that you drafted above Q4)
* Stakeholders
* Project Requirements
* Constraints/Risk
* Deliverables and inclusions
* Exclusions
* Timeframes and milestones
	1. Prepare a presentation to deliver to your peers (students) and Managing Director (your assessor):
* You will have 10 minutes to present
* Your presentation should be prepared in Microsoft PowerPoint or similar software. Ensure the language is clear, concise and suitable for the audience, grammatically correct and free of errors.
	1. At the end of your presentation, invite the team to provide feedback on your planned market research.

You should also ask the team to provide input on any research needs you may not have considered.

Your assessor will also provide you with feedback, which you will have to take into account in your planned market research.

* 1. Following the presentation, consider the feedback that you have received in Q7 and revise your presentation and submit email it to your Managing Director (your assessor).
	In your email you should indicate the changes you have made to your presentation.

|  |  |
| --- | --- |
| 1. **What do I need to hand in for this task?**
 | 1. **Have I completed this?**
 |
| * Marketing plan PowerPoint presentation (base on your market research)
* Email with revised presentation
 | 1. 🞏
2. 🞏
 |

| **Assessment Task 2: Project – Market research planning** |
| --- |
| **Did the student:** | **Attempt 1Yes/No****Date:**  | **Attempt 2Yes/No****Date:**  |
| Submit a presentation documentation that was in a professional template, and use clear and concise language that was suitable for the audience, and |  |  |
| Was grammatically correct and free of errors? |  |  |
| Address the following in the presentation :* business goals,
* background to the company,
* target customers,
* marketing/branding strategy,
* sales forecasts and
* marketing budget.
 |  |  |
| High level project scope that includes:* A statement of market research needs (that you drafted above Q3)
* Marketing Research Objectives (that you drafted above Q4)
* Stakeholders
* Project Requirements
* Constraints/Risk
* Deliverables and inclusions
* Exclusions
* Timeframes and milestones
 |  |  |
| Deliver an effective presentation of 10 minutes in length. |  |  |
| During the presentation speak clearly and use suitable language.  |  |  |
| Demonstrate appropriate non-verbal communication techniques? |  |  |
| At the end of the presentation, invite the team to provide feedback and • responding to questions clearly?• use active listening skills? |  |  |
| Please add any feedback to the student about this task on the Assessment Cover Sheet. Keep a copy of the completed Assessment Task Cover Sheet.  |
| Please note any reasonable adjustments for this task below. |
| Assessment Task 2 Outcome | Satisfactory 🞎 | Not Satisfactory 🞎 | Date: |
| Student name: |  |
| Trainer/assessor name: |  |
| Trainer/assessor signature: |  |

|  |
| --- |
| **Assessment Task 3: Written Report – Market Research** |
| **Student ID Number:** |  |
| **Student Name:** |  |
| **Trainer/Assessor Name:** |  |
| **Due date:** |  |
| **Student Declaration:** | **By signing this declaration, I certify that:*** **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** |
| **Attempt Number** | **□ Attempt 1** | **□ Attempt 2** |
| **Assessment Outcome:** | **□ Satisfactory** | **□ Not Satisfactory** |
| **Feedback to Student:** |  |
| **Re-assessment*****\*Required skill(s) to be developed or evidences to be submitted for re-assessment*** |
| **Student Declaration:** | **I have been given with feedback on my assessment performance/result from the assessor.** |
| **Student Signature:** |  |
| **Trainer/Assessor Signature:** |  |
| **Date:** |  |

|  |
| --- |
| Assessment Task 3: Market research plan  |

Task summary:

1. This assessment requires you to identify and define your research gathering approaches and have them approved. Develop a market research plan for the company specified in Assessment Task 2.

Resources and equipment required to complete this assessment

* Access to a computer with Microsoft word or similar program
* Access to the Internet for research
* Market research plan template.

When and where do I complete this task?

* This task may be done in your own time as homework or you may be given time to do this task in class (if applicable). Your assessor will advise.

What do I need to submit?

* Short Marketing Research Plan (2 pages)
* Email invitation to an informal meeting

What happens if I get something wrong?

1. If your assessor identifies that you have not completed any of the tasks in this assessment satisfactorily correctly you will be given the opportunity to resubmit. You will only be required to redo the tasks that are unsatisfactory however you will need to resubmit the entire assessment. Your assessor will discuss the details for resubmission with you.

Instructions:

1. Complete the following activities:
	1. Develop a market research plan for approval by the Managing Director.

Summarise Research and analyse data gathering approaches

* The types of data used in relation to the planned market research (for example quantitative and/or qualitative and primary and/or secondary )
* The range of possible methodologies for collecting the data (for example interview, focus groups, surveys, analysis of statistics, etc. )
* Types of data and data collection methods
* Data sources (for example sources in relation to secondary data.)
* Data processing and review (for example manually or using specialised software)
* Costs of the data collection

Your plan should include:

* Background to the planned market research – a summary of the information from your power point presentation
* Objectives of the planned market research
* Research methodology including types of data and data collection methods
* Data analysis methodology
* Timelines for conducting the research
* Costs of conducting the research, in accordance with the budget given.
	1. To submit your plan to the Managing Director (your assessor) you need to invite your assessor an informal meeting.
	2. During an informal meeting you are to discuss main points of your plan. Your assessor may ask you questions required to gain approval for your Market research plan.

|  |  |
| --- | --- |
| 1. **What do I need to hand in for this task?**
 | 1. **Have I completed this?**
 |
| 1. Short Marketing Research Plan (2 pages)
2. Email invitation to informal meeting
 | 1. 🞏
2. 🞏
 |

| **Assessment Task 3: Written report - Market research**  |
| --- |
| **Did the student:** | **Attempt 1Yes/No****Date:**  | **Attempt 2Yes/No****Date:**  |
| Analyse and report on types of data that could be used in relation to the planned market research e.g. quantitative and/or qualitative and primary and/or secondary |  |  |
| Analyse and report on the range of methodologies for collecting the data e.g. interview, focus groups, surveys, analysis of statistics, etc.  |  |  |
| Analyse and report on possible combinations of types of data and data collection methods that would best inform the research objectives?  |  |  |
| Analyse and report on how much data is needed e.g. if the plan is to conduct interviews or focus groups, how many?  |  |  |
| Analyse and report on how the data will be processed and reviewed e.g. manually or using specialised software and the rationale for this approach?  |  |  |
| Analyse and report on the costs of the data collection methods discussed?  |  |  |
| Recommend options for collecting and analysing the data, including a consideration of the costs of data collection against the budget allowed?  |  |  |
| Develop a market research plan that include:• the background to the planned market research• objectives of the planned market research• research methodology including types of data, collection methods • data analysis methodology• timelines for conducting the research• identifying costs of conducting the research.• Provide a clear and convincing rationale for conducting the market research• Use clear and concise English to explain key concepts. |  |  |
| Please add any feedback to the student about this task on the Assessment Cover Sheet. Keep a copy of the completed Assessment Task Cover Sheet.  |
| Please note any reasonable adjustments for this task below. |
| Assessment Task 3 Outcome | Satisfactory 🞎 | Not Satisfactory 🞎 | Date: |
| Student name: |  |
| Trainer/assessor name: |  |
| Trainer/assessor signature: |  |