



ASSESSMENT KIT SAMPLE

BSBMKG506

PLAN MARKET RESEARCH





STUDENT ASSESSMENT BOOKLET

BSBMKG506

Plan market research

Student first name: _____

Student last name: _____

CONTENTS

- Assessment Overview4
- Assessment Plan.....5
- Assessment Task Cover Sheet – Assessment Task 1.....7
- Assessment Task 1: Written Questions.....9
- Assessment Task Cover Sheet – Assessment Task 2..... 23
- Assessment Task 2: Marketing Research Planning Project..... 25
- Assessment Task Cover Sheet – Assessment Task 3..... 29
- Assessment Task 3: Market research plan 31
 - Part A – Identify and define data gathering approaches 31
 - Part B – Develop Marketing Research Plan 32

SAMPLE

Assessment Overview

This Student Assessment Booklet includes all your tasks for assessment of this unit.

About your assessments

This unit requires that you complete assessment tasks.

You must complete all tasks to achieve Competency for this unit.

Assessment Task	About this task
Assessment Task 1: Written questions	You must correctly answer all 23 questions to show that you understand the knowledge required of this unit.
Assessment Task 2:	You are required to plan market research for a company of your choice and make presentation to your team.
Assessment Task 3:	Part A – You are required to identify and define your research gathering approaches and have them approved. Part B – You are required to develop a market research plan and meet with your assessor for approval.

How to submit your assessments

When you have completed each assessment task you will need to submit it to your assessor.

Instructions about submission can be found at the beginning of each assessment task.

Make sure you photocopy your written activities before you submit them – your assessor will put the documents you submit into your student file. These will not be returned to you.

Assessment Task Cover Sheet

At the beginning of each task in this booklet, you will find an Assessment Task Cover Sheet. Please fill it in for each task, making sure you sign the student declaration.

Your assessor will give you feedback about how well you went in each task, and will write this on the back of the Task Cover Sheet.

Assessment appeals

You can make an appeal about an assessment decision by putting it in writing and sending it to us. Refer to your Student Handbook for more information about our appeals process.

Assessment Plan

The following outlines the requirements of your final assessment for this unit. You are required to complete all tasks to demonstrate competency for this unit.

Your assessor will provide you with the due dates for each assessment task. Write them in the table below.

Assessment Requirements	Due date
1. Written questions	
2. Marketing research planning project	
3. Market research plan	

AGREEMENT BY THE STUDENT

Read through the assessments in this booklet before you fill out and sign the agreement below. Make sure you sign this before you start any of your assessments.

Have you read and understood what is required of you in terms of assessment? Yes No

Do you understand the requirements of this assessment? Yes No

Do you agree to the way in which you are being assessed? Yes No

Do you have any special needs or considerations to be made for this assessment? Yes No
If yes, what are they?

Do you understand your rights to appeal the decisions made in an assessment? Yes No

Student name: _____

Student signature: _____ Date: _____

Assessor name: _____

Assessor signature: _____ Date: _____

Assessment Task Cover Sheet – Assessment Task 1

Students: Please fill out this cover sheet clearly and accurately. Make sure you have kept a copy of your work.

Name:			
Date of submission:			
Unit:			
<ul style="list-style-type: none"> ▪ BSBMKG506 ▪ Plan market 			
Assessor to complete			
Assessment Task	Satisfactory/ Not Satisfactory	Date	Was this a re- submission? Y/N
Written questions			

STUDENT DECLARATION

I _____ declare that these tasks are my own work.

- None of this work has been completed by any other person.
- I have not cheated or plagiarised the work or colluded with any other student/s.
- I have correctly referenced all resources and reference texts throughout these assessment tasks.
- I understand that if I am found to be in breach of policy, disciplinary action may be taken against me.

Student signature: _____

Student name: _____

Assessment Task 1: Written Questions

TASK SUMMARY:

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?

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.

Write in the due date as advised by your assessor: _____

WHAT DO I NEED TO SUBMIT?

Your answers to all the questions.

WHAT HAPPENS IF I GET SOMETHING WRONG?

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

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

1.
2.

3.
4.
5.

QUESTION 2

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.

<p>SAMPLE</p>

Assessment Task 2: Marketing Research Planning Project

TASK SUMMARY:

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.

Write in the due date as advised by your assessor: _____

WHAT DO I NEED TO SUBMIT?

- PowerPoint presentation and memo

WHAT HAPPENS IF I GET SOMETHING WRONG?

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:

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.

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.

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.

Complete the following activities:

1. Choose a company you wish to conduct market research for. You can view marketing plans using this website <http://www.mplans.com/>. Alternatively you can research the internet for a marketing plan for a company that you are interested in. Note the marketing plan must include sufficient information in order to be able to complete this assessment – this means the marketing plan must include business goals, background to the company, target customers, marketing/branding strategy, sales forecasts and marketing budget. Discuss your choice of company with your assessor who will approve your choice of company before you continue with this task. If you are having difficulty sourcing a suitable Marketing Plan, you should speak to your assessor who can assist you to source one.

Assessment Task 3: Market research plan

TASK SUMMARY:

There are two parts to this assessment task.

Part A – This part of the assessment task requires you identify and define your research gathering approaches and have them approved.

Part B – This part of the assessment task requires you to develop a market research plan for the market research you defined in Assessment Task 2 and meet with their assessor for approval.

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.

Write in the due date as advised by your assessor: _____

WHAT DO I NEED TO SUBMIT?

- Part A – Short report
- Part B – Marketing Research Plan

WHAT HAPPENS IF I GET SOMETHING WRONG?

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:

PART A – IDENTIFY AND DEFINE DATA GATHERING APPROACHES

1. Research and analyse data gathering approaches that you will record in the market research plan including:
 - The 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
 - The range of possible methodologies for collecting the data e.g. interview, focus groups, surveys, analysis of statistics, etc.
 - Possible combinations of types of data and data collection methods that would best inform the research objectives.
 - How much data is needed e.g. if you are conducting interviews or focus groups, how many?
 - Data sources e.g. sources in relation to secondary data.
 - How the data will be processed and reviewed e.g. manually or using specialised software and your rationale for this approach.
 - The costs of the data collection methods discussed.



MARKING GUIDE

BSBMKG506

Plan market research

Contents

Assessment Information	4
Definitions	6
Assessment Task 1: Written Questions	9
Assessment Task 2: Marketing Research Planning Project.....	19
Assessment Task 3: Market Research Plan.....	23
Part A – Identify and define data gathering approaches	24
Part B – Develop Marketing Research Plan	24

SAMPLE

About this marking guide

This document is to be used as a guide to marking the assessment tasks required for this unit.

This document outlines the instructions provided to the student for each task and accompanying sample/ benchmark answers and any relevant instructions for the assessor.

Assessment tasks

This unit is assessed in the following ways:

Assessment Task	Overview
Assessment Task 1: Written questions	Students must correctly answer all 23 questions to show that they understand the knowledge required of this unit.
Assessment Task 2: Marketing research planning project	Students are required to plan market research for a company of their choice and make presentation to their team.
Assessment Task 3: Market research plan	Part A – Students are required to identify and define their research gathering approaches and have them approved. Part B – Students are required to develop a market research plan and meet with the assessor for approval.

Assessment plan

The Student Assessment Booklet includes an assessment plan that students are required to read and sign. Get this signed plan before students begin the assessment tasks for this unit. Students can use this plan to declare whether they need any support or adjustments.

Assessment documents

We have developed a range of comprehensive assessment documents for assessment of this unit.

Assessors will need the following documents:

- Assessment Record Tool – to be used by the assessor to record the decision-making process. Details about workplace-based tasks (if applicable) are also included in this document.
- This Marking Guide, which includes:
 - a guide to assessors on the process of assessment
 - benchmark responses to assessment tasks
 - mapping of assessment tasks to unit of competency requirements (see the end of this booklet).

Students will need to receive:

- Student Assessment Booklet for this unit

Assessors must provide students with the due date for each assessment task for this unit – students should be instructed to write the dates in their Student Assessment Booklet.

Assessment attempts and resubmissions

Students have up to three attempts to complete assessment tasks satisfactorily. If after the third attempt, the student has not completed the task satisfactorily, the assessor must make alternative arrangements for assessment. Depending on the task, this may include:

- resubmitting incorrect answers to questions (such as short answer questions and case studies)
- resubmitting part or all of a project, depending on how the error impacts on the total outcome of the task
- redoing a role play after being provided with appropriate feedback about their original performance

- Access to a computer with Microsoft word or similar program
- Access to the Internet for research
- Access to a projector
- Access to a space for presentation
- Market research plan template.

Definitions

Assessment

Assessment is 'the process of collecting evidence and making judgements on whether competency has been achieved, to confirm that an individual can perform to the standard required in the workplace, as specified in a training package or VET accredited course.'¹

Dimensions of competency

To be competent, a person must show their ability to perform effectively in a broad capacity. The dimensions of competency ensure the person being assessed has the skills to perform competently in variety of different circumstances. To be competent, a person must demonstrate the following:

- *Task Skills*: The skills needed to perform a task at an acceptable level. They include knowledge and practical skills and these are usually described in the performance criteria.
- *Task Management Skills*: These are skills in organising and coordinating, which are needed to be able to work competently while managing a number of tasks or activities within a job.
- *Contingency Skills*: The skills needed to respond and react appropriately to unexpected problems, changes in routine and breakdowns while also performing competently.
- *Job Role/Environment Skills*: The skills needed to perform as expected in a particular job, position, location and with others. These skills may be described in the range of variables and underpinning skills and knowledge.
- *Transfer Skills*: The ability to transfer skills and knowledge to new situations and contexts.

Principles of assessment and rules of evidence

Assessment must be conducted in accordance with the rules of evidence and principles of assessment.

PRINCIPLES OF ASSESSMENT

- **Validity:**
Each task has been mapped to unit of competency requirements. Refer to the 'Unit mapping' section at the end of this guide for more information.
Assessment tasks are varied and are required to be completed over a period of time and, where required, on a number of occasions. Practical observations provide opportunities for students to demonstrate both knowledge and skills.
- **Reliability:**
This marking guide provides benchmark answers for each assessment task to ensure accuracy and consistency in the assessment decision-making process.
- **Flexibility:**
A range of assessment methods are provided that are relevant to the unit's context.
- **Fairness:**
Students are required to sign an agreement in their Student Assessment Booklet and state if they have any special needs or considerations that may affect their ability to complete the assessments. Any reasonable

¹ From the *Users' Guide: Standards for Registered Training Organisations (RTOs) 2015*

adjustments that are required to be made to these assessments must be noted in the Assessment Record Tool for this unit, in the checklist for the relevant task.

Students are provided with information about the appeals process in their Student Assessment Booklet and in their Student Handbook.

RULES OF EVIDENCE

- **Validity:**
This Marking Guide provides a set of benchmark responses for each assessment task. Assessors are to record assessment outcomes for each task in the accompanying Assessment Record Tool. Assessor observations require the assessor to watch the student complete specific workplace activities in which they can demonstrate the skills and knowledge required.
- **Sufficiency:**
The 'Unit mapping' section at the end of this guide demonstrates how assessment tasks align with unit of competency requirements. Some units may require the student to demonstrate assessment over a period of time and more than once. These requirements will be made clear in the relevant assessment task.
- **Currency:**
Evidence for each assessment task will be gathered over the duration of the course. Workplace-based tasks (if applicable) will allow the student to draw from current workplace conditions and experiences, and students will be able to use technology, tools and equipment specific to their workplace.
- **Authenticity:**
Students are required to sign the Assessment Task Cover Sheet, indicating that the work they have submitted for assessment is their own.

Practical classroom tasks and workplace observations (if applicable) by the assessor ensure that the assessor sees the student demonstrating the skills and knowledge required of this unit.

Third party reports (where applicable) require third party persons to sign that they have observed the student undertake the tasks detailed in the checklist.

Reasonable adjustment

A legislative and regulatory framework underpins and supports the delivery of vocational education and training across Australia. Under this framework, providers of vocational education and training must take steps to ensure that learners with recognised disabilities can access and participate in education and training on the same basis as learners without disabilities. Sometimes reasonable adjustments, are made to the learning environment, training delivery, learning resources and/or assessment tasks to accommodate the particular needs of a learner with a disability. An adjustment is reasonable if it can accommodate the learner's particular needs, while also taking into account factors such as: the views of the learner; the potential effect of the adjustment on the learner and others; the costs and benefits of making the adjustment.

Adjustments must:

- be discussed and agreed to by the learner with a disability
- benefit the learner with a disability
- maintain the competency standards
- be reasonable to expect in a workplace.

Adjustments are not required if they could:

- cause the RTO unjustifiable hardship
- harm other learners.

Making reasonable adjustments requires the RTO to balance the need for change with the expense or effort involved in making this change. If an adjustment requires a disproportionately high expenditure or disruption it is not likely to be reasonable.²

Some examples of reasonable adjustments that could be made for the assessments in this booklet include:

² From https://www.ibsa.org.au/sites/default/files/media/BSBv1.1_Business_Services_Implementation_Guide.pdf

Assessment Task 1: Written Questions

TASK SUMMARY:

Students are to answer all written questions.

WHAT DO STUDENTS NEED IN ORDER TO COMPLETE THIS ASSESSMENT?

- Access to textbooks and other learning materials.
- Access to a computer and the Internet.

WHEN AND WHERE DO STUDENTS NEED TO DO THIS?

- This task may be done in the student's own time as homework or they may be given time to do this task in class (where applicable).
- Provide students with the due date for this assessment so they can write it in their Student Assessment Booklet.

WHAT DO STUDENTS HAVE TO SUBMIT?

- Their answers to each question.

INSTRUCTIONS TO STUDENTS:

- This is an open book test – students can use their learning materials as reference.
- Students need to answer all 23 questions correctly.
- Students must answer the questions by writing in the space provided.
- If students need more space, they can use extra paper. All additional sheets of paper must include their name and the question number/s they are answering.
- Students may prefer to use their computer to type their answers. Advise students if they can email their answers as a Word file, or if they must print and submit hard copies.

NOTE TO THE ASSESSOR

Purpose of the task

Students are to demonstrate that they understand the knowledge required of this unit.

Submission

Students need to submit answers to all of the questions in this task.

Reassessment arrangements

If students answer any questions in this task incorrectly, they will need to be given an appropriate time in which to resubmit. Students should only redo questions that are incorrect; however they will need to resubmit the entire assessment.

Students can be given the opportunity to answer questions verbally if appropriate.

Discuss timeframes for resubmission with the student when you tell them the outcome for this task.

Guidance to assessing this task

Benchmark responses are provided for each question.

Provide students with instructions on how to submit their answers.

QUESTION 1

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

Possible responses may include:

- *Australian Consumer Law - The Act deals with almost all aspects of the marketplace: the relationships between suppliers, wholesalers, retailers, competitors and customers. It covers unfair market practices, industry codes, warranties and guarantees, product safety, product labelling and price monitoring.*
- *Do-Not-Call register - it is now illegal for telemarketers to call Australian phone numbers which are mainly for personal or domestic use and whose owners have put them on the do-not-call register.*
- *Privacy Act - the law revolves around asking people for permission to collect and use their information, and obligations to disclose what information is being kept and for what purpose, and obligations relating to the correction of inaccurate or disputed information*
- *Spam Act 2003 (Anti-Spam) - The regulation applies to commercial unsolicited email, SMS, MMS, and instant messaging.*
- *Advertising Standards Regulation – Deals with complaints in relation to issues including the use of language, the discriminatory portrayal of people, concern for children, portrayals of violence, sex, sexuality and nudity, and health and safety*
- *Copyright and Intellectual Property – deals with copyright of information and protection of intellectual property, trademarks and patents.*
- *Australian eMarketing Code of Practice – outlines practices based on the Spam Act 2003*

QUESTION 2

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.

The student is required to provide a response that summarises the rules for behaviour, which are:

- 1. Market, social and organisational research must be legal, and conform to all relevant legislation, including in particular the Privacy Act 1988 and the Australian Privacy Principles (APPs). Comment: Researchers must have practices, procedures and systems in place to ensure compliance with the APPs. Researchers must have a privacy policy which is readily available to participants from whom they are collecting information.*
- 2. Market, social and organisational research must be honest, truthful and objective and be carried out in accordance with appropriate scientific principles.*
- 3. Market, social and organisational research must be conducted with professional responsibility and conform to principles of fair competition, as generally accepted in business.*
- 4. Researchers must not act in any way that could bring discredit on the market, social and organisational research profession or lead to a loss of public confidence in it.*
- 5. Researchers must not make false statements about their skills, experience or activities, or about those of their organisation.*
- 6. Researchers must not unjustifiably criticise other researchers.*
- 7. Researchers must not abuse the trust of participants or exploit their lack of experience or knowledge.*
- 8. Researchers must take all reasonable precautions to ensure that participants are in no way harmed or adversely affected as a direct result of their participation in a research project.*

The Code can be found here: <http://www.amsrs.com.au/documents/item/194>

QUESTION 3

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

Possible responses may include:

<http://www.amsro.com.au/member-services/privacy/the-market-and-social-research-privacy-code>

- *Participation in market and social research is voluntary*
- *Market and social researchers are not interested in making use of the identity of research participants and*
- *AMSRO members use, disclose and/or transfer the information obtained only for research purposes.*

QUESTION 4

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

Possible responses may include:

- <http://www.amsrs.com.au/documents/item/204>
- *Design the project to be as inclusive as possible – allow as wide range of people as is consistent with the objectives of the project. Do not exclude people needlessly, you may be missing the views of an important group, as well as discriminating.*
- *Ensure selection criteria for participation in market research are not apparent to potential participants as they are less inclined to complain than if not included.*
- *Ensure that everyone knows how to respond to questions about the screening criteria.*

QUESTION 5

Briefly describe the steps for conducting market research.

Student is required to outline the steps in conducting market research which may include:

- *define the problem*
- *determine research design*
- *identify data types and sources*
- *design data collection forms and questionnaires*
- *determine sample plan and size*
- *collect the data*
- *analyse and interpret the data*
- *prepare the research report.*

QUESTION 6

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

Student is required to give an explanation of why you would process your data and describe four methods, which may include:

- *Why - Data processing occurs for a number of reasons. Raw data may contain sensitive or confidential information or the data is in a proprietary format and needs to be exported into another format, or your data set is not very useful in answering your research question without extensive algorithmic computation.*

Data processing methods may include:

- *summarising data (e.g. word frequency analysis on large text corpus)*
- *aggregating data (e.g. joining images with geospatial coordinates)*
- *validation and quality check (e.g. flagging possible outliers or errors)*
- *cleaning data (e.g. removing outliers or desensitizing private records)*
- *tabulation/analysis/mining (e.g. resetting data into a summarized or altered set).*

Assessment Task 2: Marketing Research Planning Project

TASK SUMMARY:

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

WHAT DO STUDENTS NEED IN ORDER 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 STUDENTS NEED TO DO THIS?

- This task may be done in the student's own time as homework or they may be given time to do this task in class (where applicable).
- Provide students with the due date for this assessment so they can write it in their Student Assessment Booklet.

WHAT DO STUDENTS HAVE TO SUBMIT?

- PowerPoint presentation and memo.

INSTRUCTIONS TO THE ASSESSOR

Purpose of the task

Students are required to demonstrate that they can:

- *Identify and define market research needs*
- *Interact and communicate with others effectively*

Submission

Students are required to submit:

- *PowerPoint presentation and memo*

Reassessment arrangements

Students must complete all tasks satisfactorily correctly. If you identify that students have not completed any of the tasks satisfactorily, they should be given an appropriate time in which to resubmit.

Students should only redo tasks that are unsatisfactory; however they will need to resubmit the entire assessment.

Discuss timeframes for resubmission with the student when you tell them the outcome for this task.

Guidance to assessing this task

Students must select a marketing plan that has all the information as specified above. Otherwise they will not have enough information to complete the assessment. For example, the Marketing Plan at the following link includes all the required information:

http://www.mplans.com/organic_bakery_marketing_plan/marketing_vision_fc.php

While Mplans is an American site, the plans are generic enough to apply to an Australian context. Students work should reflect an Australian context e.g. if the student is based in Sydney, then the context would be Sydney/Australia depending on the business. It could also be suburb specific depending on the business chosen. Discuss this with the student when confirming choice of Marketing Plan.

Assessment Task 3: Market Research Plan

TASK SUMMARY:

There are two parts to this assessment task.

Part A – This part of the assessment task requires students identify and define their research gathering approaches and have them approved.

Part B – This part of the assessment task requires students to develop a market research plan for the market research they defined in Assessment Task 2 and meet with their assessor for approval.

WHAT DO STUDENTS NEED IN ORDER 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 STUDENTS NEED TO DO THIS?

- This task may be done in the student's own time as homework or they may be given time to do this task in class (where applicable).
- Provide students with the due date for this assessment so they can write it in their Student Assessment Booklet.

WHAT DO STUDENTS HAVE TO SUBMIT?

- Part A – Short report
- Part B – Marketing Research Plan

INSTRUCTIONS TO THE ASSESSOR

Purpose of the task

Students are required to demonstrate that they can:

- *Define and report data gathering approaches*
- *Develop a market research plan*

Submission

Students are required to submit:

- *Short report on data gathering approach emailed to assessor*
- *Market research plan.*

Reassessment arrangements

Students must complete all tasks satisfactorily correctly. If you identify that students have not completed any of the tasks satisfactorily, they should be given an appropriate time in which to resubmit.

Students should only redo tasks that are unsatisfactory; however they will need to resubmit the entire assessment.

Discuss timeframes for resubmission with the student when you tell them the outcome for this task.

Guidance to assessing this task

- *The report submitted should be 1-2 pages in length, presented in a professional format with appropriate headings, average margins, paragraph spacing, consistent fonts, the language should be clear and concise, grammatically correct and error free.*

Student answers will depend on the market research to be conducted.

- *Types of data may include: formal or informal comments and other feedback from client, customers,*

Unit Mapping – BSBMKG506 Plan market research

Application	This unit describes the skills and knowledge required to plan market research by identifying market research needs, defining market research objectives, identifying data gathering approaches and developing a market research plan. It applies to individuals in a non-market research organisation who conduct market research planning at a managerial level. No licensing, legislative or certification requirements apply to this unit at the time of publication.
Licensing requirements	NA
Prerequisites	NA

Element	Performance criteria	Assessment Tasks		
		AT1	AT2	AT3
1. Identify market research needs	1.1 Communicate role of market research in enterprise operations to relevant personnel		Q7 & 8	
	1.2 Identify contribution of market research to enterprise activity		Q7	
	1.3 Analyse enterprise planning and performance documentation to determine research needs		Q2 & 3	
	1.4 Consult relevant personnel to determine research needs		Q7 & 8	
	1.5 Develop statement of market research needs		Q4	
2. Define market research objectives	2.1 Draft research objectives		Q5	
	2.2 Undertake preliminary project scoping		Q6	
	2.3 Consult with relevant personnel on draft research objectives to ensure relevant and useful information is gathered		Q7 & 8	
	2.4 Review and finalise draft objectives in light of scoping parameters		Q9	
3. Define data gathering approaches	3.1 Identify types of data required to inform objectives			Part A – Q1 & 2
	3.2 Determine combinations of types of data to best inform objectives			Part A – Q1 & 2
	3.3 Identify and evaluate suitable data gathering methods			Part A – Q1 & 2
	3.4 Identify data sources			Part A – Q1 & 2
	3.5 Quantify required data			Part A – Q1 & 2
	3.6 Identify and evaluate suitable data processing methods			Part A – Q1 & 2
	3.7 Make decisions in relation to data types, combinations, gathering methods, sources, quantities and			Part A – Q1 & 2

Element	Performance criteria	Assessment Tasks		
		AT1	AT2	AT3
	processing methods			
4. Develop market research plan	4.1 Estimate resources and time lines required for market research projects			Part B – Q1 & 2
	4.2 Determine feasibility of market research projects			Part B – Q1 & 2
	4.3 Prepare market research plan for approval			Part B – Q1 & 2
	4.4 Obtain approval to implement plan from appropriate personnel as required			Part B – Q3

Foundation skills	Description	Assessment Tasks		
		AT1	AT2	AT3
Reading	<ul style="list-style-type: none"> Evaluates and comprehends textual information from a range of sources and draws own conclusions 		✓	✓
Writing	<ul style="list-style-type: none"> Integrates information from a number of sources to develop material that supports purposes of documentation using suitable grammatical structure and clear, logical language 		✓	✓
Oral Communication	<ul style="list-style-type: none"> Participates in a variety of spoken exchanges using suitable language and non-verbal features Elicits views and opinions of others using active listening and questioning 		✓ ✓	✓ ✓
Numeracy	<ul style="list-style-type: none"> Interprets numerical data and makes basic calculations to determine required resources and workplace scheduling, and to quantify data 			✓
Interact with others	<ul style="list-style-type: none"> Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how 		✓	✓
Get the work done	<ul style="list-style-type: none"> Develops plans and uses effective organisational and time-management skills to complete tasks with an awareness of how they may contribute to longer-term operational and strategic goals In more complex, non-routine situations, uses a formal decision-making process with support, setting or clarifying goals, gathering information and identifying and evaluating several choices against a limited set of criteria Understands and explicitly applies some basic principles of analytical and lateral thinking Recognises and takes responsibility for addressing predictable and some less predictable problems in familiar work contexts 		✓ ✓ ✓ ✓	✓ ✓ ✓

Performance Evidence	Assessment Tasks		
	AT1	AT2	AT3
Evidence of the ability to:			
<ul style="list-style-type: none"> identify and define market research requirements in an organisation 		Q7 & 8	
<ul style="list-style-type: none"> develop a documented market research plan describing scope, objectives, time and budget for market research to be undertaken by an organisation. 			Part B

Knowledge Evidence	Assessment Tasks		
	AT1	AT2	AT3
To complete the unit requirements safely and effectively, the individual must:			
<ul style="list-style-type: none"> outline key provisions of relevant legislation, codes of practice and national standards that affect aspects of business operations 	Q1, 2, 3 & 4	Q7 & 8	
<ul style="list-style-type: none"> explain market research principles and practices including: <ul style="list-style-type: none"> data processing methods and data analysis techniques 		Q7 & 8	Part A
<ul style="list-style-type: none"> project design within given budgets and other resource constraints 	Q5 & 6		
<ul style="list-style-type: none"> design of samples 	Q18		
<ul style="list-style-type: none"> development and use of hypotheses 	Q12 & 13		
<ul style="list-style-type: none"> role of research in enterprise development 	Q14		
<ul style="list-style-type: none"> role of research in enterprise development 	Q17	Q7	
<ul style="list-style-type: none"> roles and uses of qualitative and quantitative research 	Q7, 8 & 11		
<ul style="list-style-type: none"> use of survey instruments 	Q15 & 16		
<ul style="list-style-type: none"> explain project planning principles and practices including for: <ul style="list-style-type: none"> consultation and stakeholder involvement 			
<ul style="list-style-type: none"> development of timelines, budgets and other implementation plans 	Q19 & 20		
<ul style="list-style-type: none"> gaining approvals 	Q23		
<ul style="list-style-type: none"> needs analyses 	Q19		
<ul style="list-style-type: none"> scoping practices 	Q21		
	Q22		

Knowledge Evidence	Assessment Tasks		
	AT1	AT2	AT3
<ul style="list-style-type: none"> list statistical methods and techniques. 	Q9 & 10		Part B

Assessment Conditions	Assessment Tasks		
	AT1	AT2	AT3
Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development – marketing field of work and include access to:			
<ul style="list-style-type: none"> data and information records from previous marketing research activities 		✓	✓
<ul style="list-style-type: none"> office equipment and resources 	✓	✓	✓
<ul style="list-style-type: none"> case studies and, where possible, real situations. 		✓	✓
Assessors must satisfy NVR/AQTF assessor requirements.	RTO to ensure		

SAMPLE



ASSESSMENT RECORD TOOL

BSBMKG506

Plan market research

Student first name: _____

Student last name: _____

Introduction

Assessment requirements

This record tool is to be used to record the assessment decisions for the unit BSBMKG506 Plan market research.

Assessment is based on a number of forms of evidence, as follows:

- Task 1: Written questions
- Task 2: Marketing research planning project
- Task 3: Market research plan

Recording assessment outcomes

Use this Assessment Record Tool to record the outcomes of each assessment task related to this unit. Add any further comments about the student's performance to the Assessment Cover Sheet for the relevant task.

Marking Guide

Refer to the Marking Guide for further instructions and details about each assessment task.

Assessment Checklists

Use the checklists below to record the outcomes of each task.

Record each outcome on the Record of Assessment Outcomes at the end of this document.

Please note that students are provided with three attempts in which to satisfactorily complete each task.

Columns for each attempt and a space in which to record the date of each attempt (where applicable) have been provided in the checklists.

ASSESSMENT TASK 2: MARKETING RESEARCH PLANNING PROJECT

	Comments	Attempt 1 Yes/No Date: _____	Attempt 2 Yes/No Date: _____	Attempt 3 Yes/No Date: _____
<input type="checkbox"/> Assumptions <input type="checkbox"/> Constraints <input type="checkbox"/> Deliverables and inclusions <input type="checkbox"/> Exclusions <input type="checkbox"/> Risks <input type="checkbox"/> Timeframes and milestones				
<input type="checkbox"/> Delivered an effective presentation of 30 minutes in length at the scheduled time and date?				
<input type="checkbox"/> During the presentation spoke clearly and used suitable language and <input type="checkbox"/> Demonstrated appropriate non-verbal communication techniques?				
<input type="checkbox"/> At the end of the presentation, invited the team to provide feedback and <input type="checkbox"/> responding to questions clearly? <input type="checkbox"/> used active listening skills?				
<input type="checkbox"/> Report on changes made to the proposal for conducting market research based on feedback from the presentation, including how the budgetary changes will affect the market research?				

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.

Record Of Assessment Outcomes: BSBMKG506

This section records the outcome of each task/assessment requirement so that the final assessment outcome can be determined for BSBMKG506 Plan market research.

The table below shows all the assessment requirements for this unit. Once a student has satisfactorily completed all requirements related to the unit, they can be given a Final Assessment Result of 'Competent'. A number of spaces have been provided to record multiple attempts. Final Assessment Results should only be recorded once all tasks have been attempted.

Assessment Tasks	Task Outcome		
	Satisfactory (S) Not satisfactory (NS)	Date	Assessor initials
Assessment Task 1: Written questions			
Assessment Task 2: Marketing research planning project			
Assessment Task 3: Market research plan			
Final Assessment Results	Result (C/NYC)		Date
BSBMKG506 Plan market research			
Student name:			
Assessor name:			
Assessor signature:			Date: / /