

**Unit of Competency****Functional Area: Sales and Merchandising**

Title	Conduct marketing research
Code	105316L5
Range	This unit of competency is applicable to practitioners in the import and export industry. The tasks involve the application of data collection and data analysis skills to conduct marketing research.
Level	5
Credit	9 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> <li>1. Possess knowledge of marketing research <ul style="list-style-type: none"> <li>• Apply the principles of marketing in conducting marketing research</li> <li>• Employ market research methods (including quantitative and qualitative research approaches) to conduct marketing research</li> <li>• Use relevant tools (e.g., SAS, and SPSS) for conducting marketing research</li> </ul> </li> <li>2.1. Define research objectives <ul style="list-style-type: none"> <li>• Define scope of research</li> <li>• Develop preliminary research objectives</li> <li>• Review and finalise research objectives</li> </ul> </li> <li>2.2. Develop research plans <ul style="list-style-type: none"> <li>• Evaluate the effectiveness of research methods</li> <li>• Select the appropriate market research methods</li> <li>• Establish the market research plans</li> <li>• Assess the effectiveness of the market research plans</li> </ul> </li> <li>2.3. Collect information/data <ul style="list-style-type: none"> <li>• Prepare and arrange resources for data collection</li> <li>• Use relevant research method to collect data and information</li> <li>• Record data and information</li> </ul> </li> <li>2.4. Analyse information/data and business environment <ul style="list-style-type: none"> <li>• Conduct checks on reliability and validity of collected data and information</li> <li>• Select appropriate techniques to summarise data and information</li> <li>• Process data and conduct data analysis by using relevant tools</li> <li>• Interpret data and information to provide findings relevant to research objectives</li> </ul> </li> <li>2.5. Present findings <ul style="list-style-type: none"> <li>• Assess findings for relevance and usefulness to research objectives</li> <li>• Prepare research reports</li> <li>• Present research findings in appropriate formats</li> </ul> </li> <li>3. Provide recommendations <ul style="list-style-type: none"> <li>• Provide recommendations to enhance marketing activities based on research findings</li> <li>• Provide recommendations to enhance the methodology of future marketing research</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable of defining research objectives, developing research plans, and collecting data,</li> <li>• Capable of analysing data and presenting findings</li> <li>• Capable of providing recommendations to enhance marketing activities</li> </ul>
Remark	