



National Unit Specification: general information

UNIT Marketing Research Practice (SCQF level 6)

CODE D0XS 12

SUMMARY

This Unit is intended to provide you with the opportunity to acquire practical marketing research skills and to select the appropriate skills and techniques for a particular situation.

The Unit will be of interest to a wide range of students, particularly those directly concerned with providing customer satisfaction. This Unit forms a natural progression from Unit *Marketing Research Principles* Unit number D0XT 11.

OUTCOMES

- 1 Select appropriate marketing research techniques to satisfy given research brief.
- 2 Carry out a quantitative research project.
- 3 Carry out a qualitative research project.

RECOMMENDED ENTRY

While entry is at the discretion of the centre, candidates would normally be expected to have attained one of the following, or equivalent:

- ◆ *Marketing Research Principles* Unit number D0XT 11

CREDIT VALUE

1 credit at Higher (6 SCQF credit points at SCQF level 6*).

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Administrative Information

Superclass: BA

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National Unit Specification: general information (cont)

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CORE SKILLS

Opportunities to develop aspects of Core Skills are highlighted in the Support Notes of this Unit Specification.

There is no automatic certification of Core Skills or Core Skill components in this Unit.

National Unit Specification: statement of standards

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Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME 1

Select appropriate marketing research techniques to satisfy given research brief.

Performance Criteria

- (a) The background situation, costing and timing of brief are fully and correctly interpreted.
- (b) Marketing research techniques selected are consistent with research objectives and specification of the brief.

OUTCOME 2

Carry out a quantitative research project.

Performance Criteria

- (a) Practical sampling methods chosen are appropriate to the research project.
- (b) The questionnaire design is consistent with current practice.
- (c) The information obtained from the questionnaire satisfies the research brief.
- (d) Research method selected and adopted is appropriate to the given research brief.
- (e) Data collected is presented fully and accurately within a research report.

OUTCOME 3

Carry out a qualitative research project.

Performance Criteria

- (a) Respondents recruited are appropriate and in line with given briefing.
- (b) Data collection arrangements are in accordance with the plan for the project.
- (c) Information recorded using appropriate techniques is accurate.
- (d) Methods of analysis selected are appropriate to brief requirements.
- (e) Information is presented in an agreed format and consistent with the research brief.

National Unit Specification: statement of standards (cont)

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EVIDENCE REQUIREMENTS FOR THIS UNIT

Outcome 1

Oral or written evidence that the candidate can demonstrate the ability to select appropriate methods for proposals covering desk research, quantitative field research and qualitative field research.

Outcome 2

By means of oral and written evidence the candidate will present a research report which meets the requirements of the Performance Criteria.

Outcome 3

By means of oral and written evidence the candidate will present a research report which meets the requirements of the Performance Criteria.

National Unit Specification: support notes

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This part of the Unit Specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

GUIDANCE ON THE CONTENT AND CONTEXT FOR THIS UNIT

This Unit will normally be preceded by the *Marketing Research Principles* Unit number DOXT 11 and is designed to provide a very practical complement to that Unit. This recommendation would not preclude the study of this Unit without the above suggested prior study and, in fact, this Unit will satisfy the requirements of students with appropriate commercial experience.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

The emphasis in this Unit is on practical applications of both qualitative and quantitative research projects. It is recommended that the amount of time allocated to Outcome 1 should be within the range of 5–8 hours, including time for assessment. (This will provide the necessary time required to guide and facilitate candidates in the preparation and submission of the practical work required for Outcomes 2 and 3). While the stages and actions required in Outcome 1 are of considerable importance, in terms of consistency of approach and consistency of standard in the Unit that tutors should provide appropriate briefs for the practical approaches, consideration should be given to candidates obtaining and developing a brief which has been provided by their employer or sponsor.

It is recognised that the practical projects for Outcomes 2 and 3 may be of any size and therefore candidates should be cautioned or guided to undertake a project which is attainable within the time constraints. The number of respondents and their locations should be controlled and the emphasis should be on the process of the project rather than the quantity or size of the sample.

With reference to Outcome 2, the project should indicate that candidates have distinguished between random and quota sampling and can justify their selections. While consideration requires to be given to the main methods of collecting information, viz., face-to-face, postal or computer assisted, it is expected that the project will justify the selection of one type. The presentation should be brief and, certainly, oral and written, numeric or graphic support where these are of benefit.

In the case of Outcome 3, in addition to the guidelines presented in the Performance Criteria, candidates should have given consideration to the bases of recruiting respondents and recognised the geographic and demographic approaches. The selection of the method of collecting information will require that differences between the techniques and purposes of group and individual bases are clarified and similarly candidates should be aware of the benefits and limitations of the various methods of recording this information.

Once more, presentations should be brief with students advised that emphasis should be placed on the analysis of the information collected.

There are a number of software packages available and students require to have experience of such provision.

National Unit Specification: support notes (cont)

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OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

Achievement of this Unit provides the opportunity for the development of aspects of the Core Skill *Problem Solving* at SCQF level 6 through the application of both qualitative and quantitative research. Aspects of the Core Skills *Communication* and *Numeracy*, at SCQF level 6, can be developed through the presentation of reports and the use of graphical representations of market research. Internet research of markets and products, and production of research products allow for aspects of the Core Skill *Information Technology*, at SCQF level 6, to be developed.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by information and communications technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

Instruments of assessment:

Outcome 1

- ◆ analysis of brief and selections of techniques
- ◆ checklist

Outcome 2

- ◆ Practical Quantitative Project

Outcome 3

- ◆ Practical Qualitative Project

CANDIDATES WITH DISABILITIES AND/OR ADDITIONAL SUPPORT NEEDS

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs (www.sqa.org.uk)*.