

DES35 Manage market research for your design business - SQA Unit Code H9X9 04

Unit Summary

This unit is about the skills and knowledge required to manage and evaluate market research projects across an organisation. This unit involves preparing market research plans, engaging external consultants, managing market research activity and evaluating research processes and findings.

What you must be able to do:

- a) Determine research policies and procedures
- b) Develop or commission and review a market research project plan and detailed work plans to point of finalisation
- c) Execute processes to obtain required resources to implement a market research project plan and work plans
- d) Identify requirements for external consultants from market research project plan
- e) Specify goods and services required to implement plans, and detailed criteria for selection
- f) Identify, evaluate and select potential consultants or other providers of required goods and services
- g) Monitor work plan activities to ensure adherence to market research project plan and work plans and consistency with organisational market research policy and procedures
- h) Manage external consultants or service providers to ensure performance is in line with expectations and contractual requirements
- i) Confirm validity of information and data obtained by market research
- j) Review relevance and usefulness of findings against research objectives outlined in market research project plan
- k) Assess performance of project against all relevant elements of market research project plan and work plans
- l) Measure stakeholder satisfaction with research process and findings
- m) Prepare reports on future improvements to research processes
- n) Implement revised policy and practices in accordance with organisational requirements

What you must know:

- 1) Principles and practices of market research including
 - data processing methods and data analysis techniques
 - project design to meet given budgets and other resource constraints
 - qualitative and quantitative research
 - design of samples
 - development of application of hypotheses
 - role of research in enterprise development
 - use of survey development
- 2) Project management principles and practices including those for:
 - consultation and stakeholder involvement
 - development of policies and procedures
 - methods of action to ensure performance
 - monitoring of timelines, budgets and other implementation plans
 - organisational procedures for engagement of consultants
- 3) The role of market research in the design process

- 4) Key aspects of relevant legislation
- 5) Economic, social and industry directions, trends and practices, organisational structures, roles, responsibilities and policies; industry product/service knowledge