

-SQA-SCOTTISH QUALIFICATIONS AUTHORITY

NATIONAL CERTIFICATE MODULE: UNIT SPECIFICATION

GENERAL INFORMATION

-Module Number- 6260036

-Session-1996-97

-Superclass- BA

-Title- **MARKETING RESEARCH PRINCIPLES**

-DESCRIPTION-

GENERAL COMPETENCE FOR UNIT: Identifying the contribution of market research to an effective marketing activity and the processes and techniques involved.

OUTCOMES

1. explain the contribution of marketing research to the organisation's objectives;
2. outline the marketing research process;
3. outline the range and application of marketing research techniques.

CREDIT VALUE: 1 NC Credit

ACCESS STATEMENT: Access to this unit is at the discretion of the centre. However, it would be beneficial if the candidate had some general marketing knowledge or experience. This may be evidenced by possession of National Certificate Module 6260006 Marketing: Basic Principles or 6260046 Marketing Mix or appropriate commercial experience.

For further information contact: Committee and Administration Unit, SQA, Hanover House, 24 Douglas Street, Glasgow G2 7NQ.

Additional copies of this unit may be purchased from SQA (Sales and Despatch section). At the time of publication, the cost is £1.50 (minimum order £5.00).

NATIONAL CERTIFICATE MODULE: UNIT SPECIFICATION

STATEMENT OF STANDARDS

UNIT NUMBER: 6260036

UNIT TITLE: MARKETING RESEARCH PRINCIPLES

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

OUTCOME

1. EXPLAIN THE CONTRIBUTION OF MARKETING RESEARCH TO THE ORGANISATION'S OBJECTIVES

PERFORMANCE CRITERIA

- (a) Description of the need for marketing research in identifying the organisation's external environment is correct.
- (b) Contribution of marketing research to decision making is clearly identified.
- (c) The benefits of marketing research are clearly identified and related to chosen organisation.

RANGE STATEMENT

External Environment: sociological; technological; economic; political, competitive front changes.

Contribution: accuracy; efficiency; economy of resources; evaluation and appraisal; contribution to planning.

Benefits: profitability; costs; market share; customer satisfaction.

EVIDENCE REQUIREMENTS

Oral or written evidence that the candidate understands the contribution, covered by the range, of marketing research to each of the marketing activities.

Oral or written evidence that the candidate can describe how marketing research may enhance organisational effectiveness through each of the factors of the range.

OUTCOME

2. OUTLINE THE MARKETING RESEARCH PROCESS

PERFORMANCE CRITERIA

- (a) The five stages of the marketing research process are explained correctly.
- (b) The logical order of the marketing research steps is presented accurately.

RANGE STATEMENT

Stages: Defining and locating problems; developing hypotheses; collecting data; interpreting research findings; reporting findings.

EVIDENCE REQUIREMENTS

Oral or written evidence that the candidate can outline each of the factors covered by the range and present them in a logical order.

OUTCOME

3. OUTLINE THE RANGE AND APPLICATION OF MARKETING RESEARCH TECHNIQUES

PERFORMANCE CRITERIA

- (a) Appropriate research techniques for a given situation are identified correctly.
- (b) Research techniques are categorised correctly.
- (c) Different marketing research techniques are compared with reference to their respective qualities and characteristics.
- (d) The impact and potential of information technology on marketing research is examined with particular reference to current developments.

RANGE STATEMENT

Questioning Techniques: multiple choice; scale; rank ordering; dichotomous; open.

Observation Techniques; natural; laboratory; direct; indirect; human; mechanical.

Consumer Panels: desk research; field research; primary and secondary research; marketing information system; internal and external databases.

EVIDENCE REQUIREMENTS

Oral or written evidence that the candidate can identify and outline appropriate research techniques for a particular situation.

Oral or written evidence that the candidate can describe the impact of information technology, as indicated by the range, on marketing research.

ASSESSMENT

In order to achieve this unit, candidates are required to present sufficient evidence that they have met all the performance criteria for each outcome within the range specified. Details of these requirements are given for each outcome. The assessment instruments used should follow the general guidance offered by the SQA assessment model and an integrative approach to assessment is encouraged. (See references at the end of support notes).

Accurate records should be made of the assessment instruments used showing how evidence is generated for each outcome and giving marking schemes and/or checklists, etc. Records of candidates' achievements should be kept. These records will be available for external verification.

SPECIAL NEEDS

In certain cases, modified outcomes and range statements can be proposed for certification. See references at end of support notes.

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NATIONAL CERTIFICATE MODULE: UNIT SPECIFICATION**SUPPORT NOTES**

UNIT NUMBER: 6260036

UNIT TITLE: MARKETING RESEARCH PRINCIPLES

SUPPORT NOTES: This part of the unit specification is offered as guidance. None of the sections of the support notes is mandatory.

NOTIONAL DESIGN LENGTH: SQA allocates a notional design length to a unit on the basis of time estimated for achievement of the stated standards by a candidate whose starting point is as described in the access statement. The notional design length for this unit is 40 hours. The use of notional design length for programme design and timetabling is advisory only.

PURPOSE SQA publishes summaries of NC units for easy reference, publicity purposes, centre handbooks, etc. The summary statement for this unit is as follows:

This module will help you to gain an appreciation of the importance of marketing research by showing its contribution to the attainment of organisational objectives and customer satisfaction. You will also gain an appreciation of the diversity and extent of the marketing research activities which operate within a standard framework or model. As a result the module will be of interest to a wide range of students in all sectors of the economy.

CONTENT/CONTEXT The content/context will be based primarily on the contribution of marketing research to the objective of any type of organisation - commercial or non-commercial - and will emphasise the width of marketing research techniques and processes available.

Although the thrust of this module is not essentially practical, students can participate in classroom, college and/or work based activities at appropriate stages. Additionally it is considered to be important that students should be aware of appropriate source materials eg., Scottish Abstract of Statistics, and particular industry sector publications prepared by organisations such as Mintel, Keynote. Internal sources of information require to be emphasised.

A knowledge of Information Technology hardware/software is highly desirable.

ASSESSMENT PROCEDURES**Instruments of Assessment****Outcome 1**

Restricted response questions.

Outcome 2

It is recommended that this outcome be assessed by means of a case study relating to a marketing research exercise. The case should be of sufficient detail to describe a practical exercise and candidates will be required to respond to questions set on this case.

Outcome 3

Restricted response questions.

RECOGNITION Many SQA NC units are recognised for entry/recruitment purposes. For up-to-date information see the SQA guide 'Recognised Groupings of National Certificate Modules'.

REFERENCES

1. Guide to unit writing. (A018).
2. For a fuller discussion on assessment issues, please refer to SQA's Guide to Assessment. (B005).
3. Procedures for special needs statements are set out in SQA's guide 'Candidates with Special Needs'. (B006).
4. Information for centres on SQA's operating procedures is contained in SQA's Guide to Procedures. (F009).
5. For details of other SQA publications, please consult SQA's publications list. (X037).

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