

Unit Title:	Principles of market research
OCR unit number:	71
Level:	3
Credit value:	5
Guided learning hours:	40
Unit reference number:	K/502/9933

Unit aim and purpose

This unit aims to develop knowledge and understanding of the principles of market research. Upon completion of this unit, learners will have developed their knowledge of how market research is commissioned, how market research projects are designed, and how data is collected, interpreted and evaluated.

Learning Outcomes	Assessment Criteria
The Learner will: 1 Understand the basis on which market research is commissioned	The Learner can: 1.1 Describe how to identify the need for market research and the sources of evidence to support this 1.2 Describe the basis for scoping the research and identifying linkages, interdependencies and the possible impact of one element on others 1.3 Explain how to set research parameters, aims and evaluation criteria 1.4 Explain the importance of involving stakeholders in the definition of research to be carried out 1.5 Explain how to evaluate different options for conducting the research
2 Understand how to design market research projects	2.1 Explain how to set research objectives, timescales, budget and resource requirements and success criteria 2.2 Explain how to specify the characteristics and size of the sample to be researched in accordance with the research aims and objectives 2.3 Describe the factors to be taken into account when selecting research instruments that are fit for purpose 2.4 Explain how to ensure the suitability of methods chosen to conduct research 2.5 Explain the strengths and limitations of quantitative and qualitative research 2.6 Explain how risks inherent in market research may be addressed 2.7 Explain how to ensure that research data collected is valid and reliable 2.8 Describe the uses of the research outputs 2.9 Explain how to obtain approval to the proposed research
3 Understand the principles of marketing data collection	3.1 Explain the difference between primary and secondary research and how this affects data collection methods and interpretation 3.2 Describe the importance of using research instruments correctly

Learning Outcomes	Assessment Criteria
	3.3 Explain the role of data collection in a market research project 3.4 Explain how to address problems arising in data collection (eg insufficiency of representative sample, unreliable or invalid data) 3.5 Explain the importance of accurate data collection and recording 3.6 Explain marketing data storage, security and access requirements
4 Understand the principles of marketing data interpretation and evaluation	4.1 Explain the volume of data needed to ensure statistical confidence 4.2 Explain how to evaluate the quality, reliability and validity of market research data 4.3 Describe the use(s) of market research 4.4 Explain the application, strengths and weaknesses of different data analysis methods 4.5 Explain the use of statistical tools to identify trends, causes and correlations in marketing data 4.6 Explain the strengths and weaknesses of different data evaluation methods 4.7 Explain the basis on which to reach conclusions as to the usefulness of the research

Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website www.ocr.org.uk.