

Open Awards Qualification Unit



Form OAQU

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1 Unit Details

Unit Title:	Marketing Research
QAC Code:	A/505/6733
Level:	Level 2
Credit Value:	3
Minimum GLH:	24

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the role of marketing research in organisations.	1.1 Describe the role of marketing research in organisations.
2. Know how to use marketing research.	2.1 Identify secondary sources of information.
	2.2 Describe how to carry out secondary research for a given product or market.
3. Know how to use methods of primary research.	3.1 Identify methods of primary research and carry out primary research for a given product or market.
4. Know how to use techniques for analysing marketing research information.	4.1 Use simple analysis techniques on marketing research information for a given product or market.
5. Know how to present marketing research information.	5.1 Present marketing research information for a given product or market using appropriate methods.