

# Open Awards Qualification Unit



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## 1 Unit Details

Unit Title:	Marketing Research
Unique Reference Number:	Y/615/9829
Level:	Level 2
Credit Value:	2
Minimum GLH:	14

## 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 about primary and secondary information sources	2.1 Identify secondary sources of information and carry out secondary research for a given product or market
	2.2 Identify methods of primary research and carry out primary research for a given product or market
3. Know how to use techniques for analysing marketing research information	3.1 Use simple analysis techniques on marketing research information for a given product or market
4. Know how to present marketing research information	4.1 Present marketing research information for a given product or market using appropriate methods