

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Researching your Market
Unit Reference Number:	K/507/5262
Level:	Level 2
Credit Value:	5
Minimum GLH:	30

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Be able to carry out market research	1.1 Describe the market research needs for a start-up business
	1.2 Plan market research for a start-up business
	1.3 Conduct primary and secondary market research for a start-up business
2. Be able to analyse and interpret data about a market	2.1 Analyse marketing data using appropriate analytical techniques
	2.2 Draw conclusions from market research which include customer needs
	2.3 Apply conclusions from market research in planning for ongoing success of a new business