

Unit 17: Marketing Intelligence

Unit code: K/601/0955

QCF level: 4

Credit value: 15 credits

- Aim

The aim of this unit is to enable learners to understand the purchase decision-making process and how marketing research techniques are used to contribute to the development of marketing plans.

- Unit abstract

This unit explores buyer behaviour and how this is influenced by a range of factors and situations. Learners will explore the marketing research process and assess the importance of different types of information. The approach is practical and learners will learn how to prepare and present a research proposal, assess the reliability of market research findings, and use secondary sources of data.

Learners will then develop the skills needed to assess trends and carry out competitor analysis. Finally, learners will consider customer relationship management and how to assess levels of customer satisfaction.

The unit seeks to combine a sound theoretical framework with the development of useful business skills.

- Learning outcomes

On successful completion of this unit a learner will:

- 1 Understand buyer behaviour and the purchase decision-making process
- 2 Be able to use marketing research techniques
- 3 Be able to assess market size and future demand
- 4 Be able to measure customer satisfaction.

Unit content

1 Understand buyer behaviour and the purchase decision-making process

Customers and markets: purchase decision-making process; buying situations and types of buying decision; dimensions of buyer behaviour

Buyer behaviour: influences on buyer behaviour; stimulus response model; models of purchase behaviour; diffusion and innovation; model unitary and decision-making units

Buying motives: psychological factors, socio-psychological factors, sociological factors, economic factors and cultural factors influencing customer behaviour; lifestyle and life-cycle factors; customer and prospect profiling

Branding: relationship between brand loyalty, company image and repeat purchase

2 Be able to use marketing research techniques

Market research: role and importance of marketing research; research process, objectives; issues relating to the use of primary and secondary data sources and methods; existing sources of primary and secondary market research; internal sources; external sources; competitor data and sources and customer data; ethics

Market research companies: benefits and limitations of use; cost; reliability and types

Research techniques: stages of the market research process; research proposals; qualitative and quantitative methods; surveys; sources of information; value and interpretation of data

Types: face to face, telephone/postal; data mining technique; focus groups; depth interviews; omnibus survey; psychological research; mystery shopper; sales, price and distribution research

Reliability of research: validity; sampling process; sample size; sample and interviewer bias; methods of recruitment

Researching developing and established markets: issues associated with researching the developing as well as the established consumer; industrial and service markets

Use of research data: research data supporting marketing planning; producing actionable recommendations; evaluating research findings for business decision making

3 Be able to assess market size and future demand

Measuring: defining the market; estimating total market size, value and volume; growth and trends; forecasting future demand

Competitive analysis: competitor analysis – market/product profiles of competition, brand and market share; characteristics of the competition – market innovator/follower; objectives of the competition; strategies of the competition; strengths and weakness of competition; future behaviour of the competition and their strategic intent

4 Be able to measure customer satisfaction

Measuring customer satisfaction: post-sale surveys; data mining – web behaviour analysis; guarantees; complaint handling and suggestion systems; mystery shopping; product placement; service agreements;

customer follow-up

Customer care: customer relationship management programmes, objectives, use and value in data collection, customer relationship management as a means of adding value and influencing purchase/repeat purchase behaviour, customer retention

Learning outcomes and assessment criteria

Learning outcomes On successful completion of this unit a learner will:	Assessment criteria for pass The learner can:
LO1 Understand buyer behaviour and the purchase decision- making process	1.1 describe the main stages of the purchase decision- making process 1.2 explain theories of buyer behaviour in terms of individuals and markets 1.3 explain the factors that affect buyer behaviour 1.4 evaluate the relationship between brand loyalty, corporate image and repeat purchasing
LO2 Be able to use marketing research techniques	2.1 evaluate different types of market research techniques 2.2 use sources of secondary data to achieve marketing research objectives 2.3 assess the validity and reliability of market research findings 2.4 prepare a marketing research plan to obtain information in a given situation
LO3 Be able to assess market size and future demand	3.1 assess market size trends within a given market 3.2 plan and carry out a competitor analysis for a given organisation 3.3 evaluate an organisation's opportunities and threats for a given product or service
LO4 Be able to measure customer satisfaction	4.1 evaluate techniques of assessing customer response 4.2 design and complete a customer satisfaction survey 4.3 review the success of a completed survey.

Guidance

Links

This unit is part of the marketing pathway and forms a direct link with the other marketing units in the pathway – *Unit 18: Advertising and Promotion in Business*, *Unit 19: Marketing Planning* and *Unit 20: Sales Planning and Operations*.

The unit is also linked with *Unit 4: Marketing Principles* and *Unit 6: Business Decision Making*.

Essential requirements

Learners need access to market research and business information.

Employer engagement and vocational contexts

Centres should develop links with local businesses. Many businesses and chambers of commerce want to promote local business and are often willing to provide work placements, visit opportunities, information about businesses and the local business context and guest speakers, or assistance with case study material that could be used as a basis for the assignments for this unit.