

Marketing Research and Customer Insights

OERu

Show us you know how to assess and research a customer and a product's life cycle to develop a marketing plan for a product or service.

Market research and customer insights is the second of three short courses required to be awarded credit for the full Principles of Marketing course.

Level **5**

Credits **4**

\$80 NZD (GST incl.)

Assessment

You are required to submit evidence of the following:

Apply marketing concepts and processes to research and develop a value proposition for a product or service taking into account customer behaviour, motivation, needs and preferences for the product life cycle.

Completion Requirements

Learners must achieve a 50% pass mark for successful completion.

Related courses

Market research and customer insights is the second of three short courses required to be awarded credit for the full Principles of Marketing course. The related short courses are:

Core foundations of successful marketing.
Launching products and generating demand.

Instructions

By completing this assessment you will demonstrate your understanding of market research and customer insights.

If you are completing this course for formal credit, you must complete and submit this assessment.

You will need to retain a copy of this assessment for reference in the assessments for PMKT103 for candidates planning to take all three micro-courses for Principles of Marketing.

All work for this EduBit must be your own.

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Learning Recommendations

[Assessing Customer Behaviour and Motivation](#) (opens in new window)

[Researching Customer Needs and Preferences](#) (opens in new window)

[Developing a Value Proposition for the Product Life Cycle](#) (opens in a new window)

Tasks

Proof of Identity

Please provide a scanned copy of photo identification (e.g. passport, drivers licence, work ID card).

Task 1: Prepare a marketing research report for a product or service (85 marks, 85%).

Select a product or service. If you have already completed [Core foundations of successful marketing](#) (PMKT101) you should use the same product or service you used for the assessment.

Prepare a marketing research report for the company directors or executive managers of the business.

Your report should demonstrate that you can apply marketing concepts and processes to research and develop a value proposition for a product or service taking into account customer behaviour, motivation, needs and preferences for the product life cycle and contain the following:

Introduction.

Description of customer behaviour and motivation.

Description of customer needs and preferences.

Value propositions for the product / service life cycle.

Conclusions and recommendations.

Bibliography (Using the [APA reference style](#)).

You will need to provide:

1.1. Introduction including a description of the product / service and business (approximately 300 words).

1.2. Assess and provide an explanation of the customers' behaviour for this product, their decision-making process, and what marketing channels would be most effective (Business-to-Business (B2B), Business to Customer (B2C) or both) to reach customers, in developing awareness and persuading them to buy this product (approximately 500 words).

1.3. Explanation of how you would conduct market research, on one (1) of the target markets that you previously identified for this product / service. Use the 4Ps to organise your research focus (approximately 500 words).

1.4. Examine and provide an explanation of how the value proposition changes throughout each of the product / service life cycle (PLC) stages for the target market previously identified (approximately 700 words).

1.5. Having undertaken the market research, explain what are your conclusions, and what will you recommend to the company directors? (approximately 500 words).

1.6. Bibliography and clear report presentation, accurate grammar and spelling. Correct implementation of the [APA reference style](#).

Task 2: PMKT102 Assessment reflection (15 marks, 15%).

Review your answers and reflect on the process of completing Task 1.

You must demonstrate that you can:

1. Describe the two most important things that you learnt from completing the task?

Think about WHAT you have learned but also HOW you learned it.

How did this new knowledge integrate with previous knowledge and experience, i.e. how does theory relates to practice?

2. Identify two (2) changes you would like to make, given more time, and explain how each suggested change improves your original version of the report for the company directors.

You will need to provide:

2.1. A reflection on your own thinking and learning processes, as well as implications for future learning from completing the task (approximately 100 words).

2.2. Analysis of the learning experience explaining the value of the derived learning and your enhanced appreciation for the discipline supporting the two recommended improvements to the original version of the report for the company directors (approximately 250 words).

2.3. Articulation of the multiple connections between this learning experience and content from this and other courses, past learning, life experiences and how they contribute to the suggested changes and improvements (approximately 150 words).