

ST0883 Level 4 Market research executive Assessment Plan

Introduction

This Apprenticeship Assessment Plan (AAP) sets out the requirements for the assessment of the level apprenticeship 4 Market research executive. It should be read in conjunction with the General Requirements for Apprenticeship Assessment. Where there is conflict between this AAP and the General Requirements, this AAP takes precedence. Assessment organisations must also comply with the relevant regulatory framework for apprenticeship assessment.

It is important that the assessment of apprentices is proportionate, valid, and provides reliable evidence of an apprentice's attainment of the relevant knowledge and skills. As such, assessment organisations must design assessments to ensure:

- employers have confidence that the apprentice has reached the expected performance standard
- apprentices are sufficiently secure in their knowledge and skills, so that they could demonstrate their competence in different contexts, for example, a different workplace

Assessment Outcomes

The assessment outcomes group and summarise the knowledge and skills that must be demonstrated in assessments. All assessment outcomes must be assessed.

Knowledge and skills statements in **bold** are mandatory and must be assessed in every version of the assessment that is made available.

Assessment Outcome	Mapping
AO1: Research Context and Business Insight Understands how market research supports business, customer, market, and policy decisions, and applies this understanding to position research activity against organisational objectives, target audiences, and competitive environments.	K1, K2

Assessment Outcome	Mapping
<p>AO2: Research Design and Methodology</p> <p>Interprets research objectives and applies quantitative and qualitative research principles to design appropriate methodologies, including sampling approaches and data collection methods that are fit for purpose.</p>	<p>K3, K4, K5</p> <p>S6, S9</p>
<p>AO3: Data Collection and Research Technologies</p> <p>Uses appropriate primary and secondary research techniques and digital research tools to collect, manage, validate, and store data in line with project requirements.</p>	<p>K6, K7, K10</p> <p>S2, S7, S8</p>
<p>AO4: Data Analysis, Interpretation, and Insight Generation</p> <p>Analyses and evaluates research data using suitable analytical techniques to identify patterns, trends, and insights, and uses findings to make evidence-based recommendations and inform future research activity.</p>	<p>K11</p> <p>S4, S10</p>
<p>AO5: Research Reporting and Communication</p> <p>Prepares and communicates research findings clearly through reports, presentations, and other formats, using effective communication techniques to engage clients, stakeholders, and internal teams.</p>	<p>S3, S5</p>
<p>AO6: Research Project Delivery, Ethics, and Professional Practice</p> <p>Contributes to the delivery of market research projects by applying project management principles, working collaboratively with stakeholders and suppliers, and operating in compliance with legal, ethical, and professional standards.</p>	<p>K8, K9</p> <p>S1</p>

Assessment requirements

Assessment organisations must set apprenticeship assessments. Assessment organisations should consider how technology and digital tools can support innovation and efficiency.

Assessment organisations must design apprenticeship assessments to include a **professional discussion**.

Any additional assessment, or assessments, must be selected from the following list of methods, to ensure the assessment outcomes are met in full. Assessments available in the list may be used than once:

- **portfolio**
- **project**
- **additional professional discussion**
- **question and answers**
- **interview**
- **written assessment**

Apprentices may be assessed at any appropriate point during their apprenticeship programme.

Assessments may be designed to allow a centre or training provider to mark assessments. The assessment organisation is responsible for ensuring all assessments are sufficiently reliable and valid, and for the accuracy of any centre or training provider marking.

Performance descriptors

Performance descriptors describe the level of performance required to achieve a pass or distinction grade. Assessment organisations must design assessments that align with these descriptions.

Performance Category	Pass	Distinction
Applied Knowledge	Demonstrates sound application of market research knowledge to address well-defined but complex and non-routine problems, reaching appropriate and generally effective outcomes that align research activity with	Applies market research knowledge with confidence and precision, consistently producing high-quality outputs in response to well-defined but complex and non-routine problems, often enhancing research

	<p>organisational objectives within varied and occasionally complex research contexts.</p>	<p>outcomes or processes to better meet organisational or sector expectations.</p>
<p>Applied Skills</p>	<p>Identifies and applies suitable cognitive and practical market research skills to complete work activities, adapting as necessary to meet requirements. Methods chosen are generally appropriate, with results that meet organisational or sector expectations in varied research situations.</p>	<p>Adapts and applies cognitive and practical market research skills with a high degree of flexibility and operational fluency, ensuring that methods are effective and optimised for quality and efficiency of service outcomes within varied and occasionally complex situations.</p>
<p>Regulatory and Procedural Awareness</p>	<p>Applies relevant legal, ethical, and organisational research procedures with sound judgement, adapting appropriately to varied and occasionally complex situations encountered in market research project delivery.</p>	<p>Interprets and applies legal, ethical, and organisational research requirements with insight and appropriate flexibility, identifying implications and making informed decisions in varied and occasionally complex market research situations.</p>
<p>Communication and Collaboration</p>	<p>Communicates research findings clearly and collaborates effectively with colleagues, clients, stakeholders, and suppliers, contributing to responsive service delivery and effective project outcomes within the market research context.</p>	<p>Communicates and collaborates with confidence and insight, tailoring approaches to meet diverse stakeholder needs, contributing to improved collaboration and service outcomes and enhancing the effectiveness of market research delivery.</p>
<p>Information Use and Decision Making</p>	<p>Analyses and interprets relevant research information to make informed decisions, demonstrating a clear awareness of the market research occupational context and the broader scope of the role within</p>	<p>Analyses, interprets, and evaluates information from a range of sources, providing insightful justification for decisions and demonstrating a strong awareness of broader implications</p>

**Responsibility and
Autonomy**

organisational or sector expectations.
Takes responsibility for actions and decisions within set parameters, managing own work and contributing to the coordination of others where relevant, with adequate awareness of risks and priorities in market research projects.

within the market research occupational area.
Proactively takes responsibility for actions and decisions within set parameters, managing own work and the coordination of others, independently using sound judgment about risks and priorities to manage resources or actions in market research contexts.

Professional recognition

This apprenticeship aligns with the requirements for professional body recognition as detailed in the occupational standard.