

CCSMP08

Conduct appropriate market research in relation to music publishing



Overview

This unit is about contributing information and ideas that help develop your company's understanding of the market and customers for the music that it publishes. Working within your area of responsibility you will carry out and report on research as directed and provide constructive input to discussions.

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Performance criteria

You must be able to:

- P1 play an active part in researching and collating up-to-date information, as directed, on customers, competitors and the market
- P2 evaluate your research findings against information already held by the company
- P3 clearly identify any differences between information already held and the findings of research activities, and identify the possible implications of these differences for the company
- P4 prepare clear and accurate reports on the findings of research activities you have undertaken
- P5 communicate reports effectively to the relevant people
- P6 contribute constructively to discussions of the market and customers
- P7 provide evidence to back up any comments or conclusions you offer
- P8 liaise effectively with colleagues to develop a shared understanding of your customers which can be used to guide decision-making

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Knowledge and understanding

You need to know and understand:

- K1 how to access the different sources of information which your company uses to provide information on customer characteristics and requirements for a given product
- K2 what research activities your organisation carries out to identify competitor behaviour
- K3 what can cause differences between information the company already holds on customers and the market and the findings of particular pieces of research
- K4 the commercial implications of changes in the market and customer profiles
- K5 why it is important to continually review and update the information you hold
- K6 how to structure and present information to produce clear and accurate reports on research activities you have undertaken
- K7 know who in your organisation needs to receive reports and the importance of communicating your findings effectively
- K8 how to contribute constructively to discussions of the market and customers
- K9 the importance of backing up comments and conclusions with evidence
- K10 the importance for your company of developing a shared understanding of its customers and market
- K11 relevant research methodologies

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