

Market research activity sheet

During this session, you will be exploring market research and secondary market research. Below are instructions outlining the activities you will be undertaking to support your learning. You will be given resources during the session to work with.

Activity 1 – Distinguishing between secondary research and primary research

You are to work in pairs or a small group as instructed by your teacher or trainer. You will be given a set of terminology cards. In your pairs/group you will divide the cards into a list of primary and secondary research. A learner from the group will be nominated to feed back two items. The teacher or trainer will record all of the terms on the board and you will record the responses in your notes as a record.

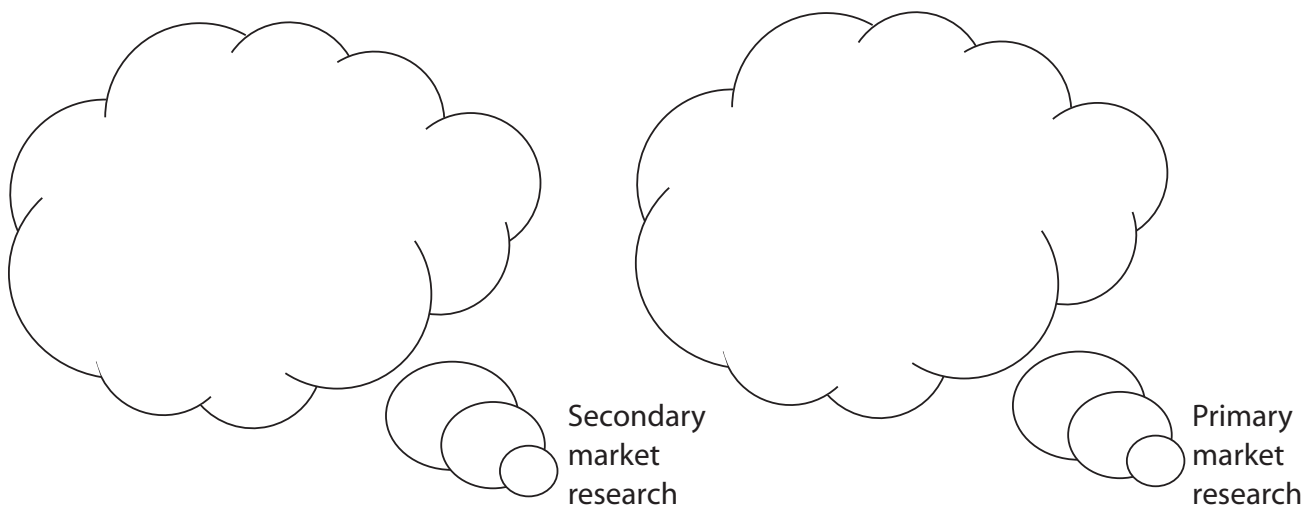
Activity 2 – Defining secondary research

Using what you have heard and found out about secondary market research, create a simple definition for secondary market research, in your own words.

Once you have created a definition, share your definition with your partner and compile a joint definition. You will then share your paired definition with the rest of your group and compile a group definition. You will be asked to present your combined definition to the rest of the class/group. The definitions will be placed on the wall for future reference.

Extension activity: Distinguishing between secondary and primary research

Using the information from the card activity, record the different types of market research under the following headings.



Secondary market research

Record your own definition of secondary market research here: