

1. TITLE OF THE CERTIFICATE (ES)

**Certificado de Profesionalidad de nivel 3 en
COMM0111 ASISTENCIA A LA INVESTIGACIÓN DE MERCADOS**

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

**Professional Certificate Level 3 in
COMM011 MARKET RESEARCH ASSISTANCE
(This translation has no legal status)**

3. PROFILE OF SKILLS AND COMPETENCES

The holder of this certificate will have acquired the **general competence** to help organise and inspect information, under the supervision of the research managing team, using a variety of means or information and communication technologies, coordinating and carrying out surveys/interviews, and collaborating on the presentation of the conclusions of market research for the organisation's decision-making. This general competence is divided into the following **skills units** (UC):

- Prepare the information and instruments needed for market research (UC0993_3).
- Organise and supervise the activity of market researchers (UC0994_3).
- Carry out surveys and/or interviews using established techniques and procedures (UC0995_3).
- Collaborate on analysing and obtaining conclusions based on market research (UC0997_3).

The professional skills are acquired through the **learning outcomes** defined within the related Training Modules (MF):

- Market research projects organisation (MF0933_3).
- Surveys fieldwork organisation (MF0094_3).
- Interview and survey techniques (MF0995_2).
- Techniques for analysing data for market research (MF0997_3).
- Practical training at the workplace in market research assistance (MP0443).

(See legal basis for all learning outcomes information acquired by the holder of this Certificate in each MF).

As a reference the learning outcomes include in the Practical training at the workplace that complete and reinforce the learning outcomes acquired in the other training modules, are:

- Obtain relevant and reliable information, using information sources, databases and online and offline information and communication systems.
- Record useful and effective data in relation to request or the objectives of a research plan.
- Carry out surveys and/or interviews, applying communication techniques and adopting an appropriate attitude without influencing the responses obtained.
- Participate in preparing market research and assisting in decision-making on market research projects and studies.
- Take part in the company's working processes, following the rules and instructions established at the workplace.

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THIS CERTIFICATE

The holder of this certificate may work in all productive sectors, specifically in the company services sector, in research activities and market research and surveys-based projects for companies and organisations. This may be in the public sector, in central government, regional and local bodies that obtain and handle primary and secondary information, and carry out market research and surveys. The most pertinent occupations and positions are:

- Market research and public opinion assistant.
- Market research middle-level specialist.
- Survey and census agent.
- Survey interviewer.
- Data codifier.
- Surveys controller.
- Surveys fieldwork assistant.

5. OFFICIAL BASIS OF THE CERTIFICATE
<p style="text-align: center;">Name and status of the national/regional authority providing accreditation/recognition of the certificate</p> <p>The Ministry of Employment and Social Security or the corresponding autonomous regional administration within the scope of its competence, in the name of the King. The certificate is valid throughout Spain.</p>
<p style="text-align: center;">Level of the certificate</p> <p>The Professional Certificate Level 3 of the National Repertoire of Professional Certificates corresponds to level 4 of the International Standard Classification of Education (ISCED-P 2011).</p> <p>The European Qualification Framework (EQF) level:</p>
<p style="text-align: center;">Grading scale/Pass requirements</p> <p>The grading scale and pass level of the training modules are expressed on a scale of 0 to 10. The minimum score for a pass is 5 in every training module including a pass in the practical training at the workplace module.</p> <p>The grading system is as follows:</p> <ul style="list-style-type: none"> - FAIL: 0 to 4.9 - PASS-SATISFACTORY: 5 to 6.9 - PASS-GOOD: 7 to 8.9 - PASS-EXCELLENT: 9 to 10
<p style="text-align: center;">Access to next level of education/training</p> <p>This Professional Certificate Level 3 gives access to Professional Certificate Level 3 within the same professional area and family.</p> <p>For validation purposes, the educational authorities will recognise the professional module or modules of the VET diplomas corresponding to the skills units included in the training modules of this certificate.</p>
<p style="text-align: center;">Legal basis</p> <p>Royal Decree 614/2013 of 2 August, establishing six professional certificates in the professional family Trade and Marketing, which are included in the National Repertoire of Professional Certificates. (Appendix IV, Code: COMM0111).</p>

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE		
<p>This certificate may be acquired by:</p> <ol style="list-style-type: none"> 1. Training: Completion with a pass grade of the face-to-face or online training programme. 2. Recognition of the professional skills acquired through professional experience or non-formal training (prior learning): Completion of a process of skills evaluation and accreditation in all the skills units making up the professional certificate. 3. Dual training: Completion of a training and apprenticeship contract, which may range from 1 year (or 6 months, if stipulated as such in the collective agreement) to 3 years, during which effective working time is combined with time dedicated to training under the training programme for the professional certificate. <p>The training method (number 1 above) requires successful completion of the training modules and the practical training at the workplace:</p>		
Description of vocational training received	Percentage of total programme (%)	Duration (hours)
Training modules	84	430
Practical training at the workplace	16	80
Total duration of training leading to the certificate		510

Entry/access requirements:

- *Bachiller* Diploma (upper secondary education); or
- Professional Certificate Level 2 in the same professional area.
- If neither of the above or higher certifications are held, a pass in the key skills tests.

Additional information: Professional certificates are instruments for official accreditation of the professional qualifications in the National Catalogue of Professional Qualifications for all economic activities, within the scope of the labour administration. The National Repertoire of Professional Certificates is divided into three qualification levels (Level 1, Level 2 and Level 3), and by sectors into 26 professional families and 102 professional areas. More information is available at: www.sepe.es

National Europass Centre: www.oapee.es

(*) **Explanatory note:** This document is designed to provide additional information about the specified certificate, but has no legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications; Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates; and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information is available at: <http://europass.cedefop.eu.int>

Information on Professional Certificates of the Map of Qualifications and Vocational Training in Spain

