

## Market Assessment Tools Training

### Overview

This course lasts 3.5 days without field work or 5 days if the field practice is included.

The main focus of the course is;

- 1) how to measure market performance and
- 2) how to select appropriate market tools and guidance.

The Market Assessment Tools course is designed for anyone who may participate in a market assessment with a humanitarian objective. It supports participants to utilise core market analysis tools, and understand their contribution to market analysis for different objectives, in a range of contexts.

The course is aimed at both programme and operations staff involved programme design and quality. It explores assessment tools which can be used across a range of sectors.

The course has been structured to enable the inclusion of fieldwork on Day 4 of the training package. Where possible, fieldwork should be included as it provides the participants with the opportunity to 'learn whilst doing' or 'learning in action' which can be highly beneficial to participant learning and confidence in using market analysis tools.

There are two supplemental courses to this course:

- Team Leader Orientation
- Decision Maker

Further information on these courses can be found on the CaLP website and the Cash Learning Hub.

### Learning Outcomes

By the end of the course participants will be able to:

- Contribute to, and engage in the market analysis process and response option discussions.
- Utilise core market analysis tools, understanding their contribution to market analysis in a range of contexts.

### Market Assessment Tools Training has 13 sessions:

- Session 1: Introduction and rationale for market analysis

Introductions and a discussion exercise to introduce some of the commonly held fears around market analysis and provide some rationale for including markets as part of initial and on-going assessments in a humanitarian context.

- Session 2: A framework for market analysis

The session opens with an introduction to a framework for market analysis that will be used to frame the various steps throughout the training. Emphasis is also given to needs assessment and gap analysis, and how an understanding of this needs to be reflected in market assessment and analysis.

- Session 3: Objectives, critical market selection and KAQ

The session links needs analysis and programme objectives with the identification of the market analysis objectives. It then follows a logical sequence to lead to the selection of critical markets systems and key analytical questions.

- Session 4: Revisiting Market Mapping

This session exposes participants to the essentials of mapping, the do's and don'ts, how to construct a market map, how to use the map as a visual tool to communicate a baseline and post-emergency context.

- Session 5: Market mapping

This session continues the market mapping theme from session 4 by asking groups to map a market system from a case study.

- Session 6: What we measure in market assessments

This session is designed to introduce participants to the key analytical instruments used in market analysis in the majority of market analysis toolkits and approaches to varying degrees. This includes market mapping, price monitoring, understanding demand and supply, multi-sector market analysis, competition and integration of markets, gap analysis etc.

- Session 7: Understanding market performance

This session continues the market performance theme from session 6 and looks in more detail at competition and integration of markets and provides examples of market power.

- Session 8: Analysing market data

Participants are exposed to raw data and are asked to draw conclusions and assumptions. Participants will be led through exercises that will enable this process.

- Session 9 and 10: Overview of market tools and guidance

Through group work, participants are introduced to the range of market analysis tools and approaches that are frequently used in humanitarian contexts.

- Session 11 and 12: Preparing for fieldwork

These sessions support participants with preparing for the field work on Day 4, with the finalisation of the data collection tools as well as the logistical details for the work.

- Session 13 and 14: Response options and recommendations

As market analysis is one component of cash feasibility analysis and situation analysis, this session looks at the role of market response analysis processes as a foundation for identifying a range of response options and recommendations.

- Session 15: Monitoring

This session builds on the discussions from Sessions 13 and 14, testing participant understanding of analysing collected data, undertaking basic response analysis and defining response options and recommendations.

NB: when there is no field school, sessions 11 and 12 can be disregarded.

## Team Leader Orientation Course Description

The Team Leader Course is an orientation designed for anyone who may lead a market assessment with a humanitarian objective. The main focus of the course is on practical considerations, managing the process, and understanding how to analyse market data. The course duration is  $\frac{3}{4}$  of a day.

### Learning outcomes:

By the end of the course participants will be able to:

- Describe market leadership roles and responsibilities.
- Apply market analysis to programme design.

## Decision Maker Course Description

The Decision Maker Course is a briefing designed for senior decision makers, including managers who commission market assessments, and has a duration of approximately 3 – 3.5 hours.

### Learning outcomes:

By the end of the course participants will be able to:

- Describe the value of market analysis in programme design and be able to undertake a basic quality check of analysis undertaken.
- Explain how market analysis recommendations can be incorporated into programme design.

## Agenda: Market Assessment Tools Training (with Field School included)

Timing	Day 1	Day 2	Day 3	Day 4	Day 5
9.00 (90')	Registration and welcome	Recap	Recap	Recap	Session 13: Presentations on field work
	Session 1: Introduction and rationale for market analysis	Session 5: Market mapping	Session 9: Overview of market tools and guidance	Field work	
<b>10.30</b>	<b>Coffee Break</b>	<b>Coffee Break</b>	<b>Coffee Break</b>	<b>Coffee Break</b>	<b>Coffee Break</b>
11.00 (90')	Session 2: A framework for market analysis	Session 6: What we measure in market assessments	Session 10: Overview of market tools and guidance	Field work	Session 14: Response options and recommendations
<b>12:30</b>	<b>Lunch Break</b>	<b>Lunch Break</b>	<b>Lunch Break</b>	<b>Lunch Break</b>	<b>Lunch Break</b>
13:30 (90')	Session 3: Critical market selection and KAQs	Session 7: Understanding market performance	Session 11: Preparing for fieldwork: Selecting tools and approach for data collection	Field work	Session 15: Monitoring
<b>15:00</b>	<b>Coffee Break</b>	<b>Coffee Break</b>	<b>Coffee Break</b>	<b>Coffee Break</b>	<b>Coffee Break</b>
15.30 (90')	Session 4: Revisiting market mapping	Session 8: Analysing market data	Session 12: Finalising tools and approach for data collection	Session Back to analyse findings	Summary of learning, Final Evaluation, Closing
<b>17:00</b>	<b>End</b>	<b>End</b>	<b>End</b>	<b>End</b>	

## Agenda: Market Assessment Tools Training (no Field School included)

Timing	Day 1	Day 2	Day 3	Day 4
9.00 (90')	Registration and welcome	Recap	Recap	Recap
	Session 1: Introduction and rationale for market analysis	Session 5: Market mapping	Session 9: Overview of market tools and guidance	Session 13: Monitoring
<b>10.30</b>	<b>Coffee Break</b>	<b>Coffee Break</b>	<b>Coffee Break</b>	<b>Coffee Break</b>
11.00 (90')	Session 2: A framework for market analysis	Session 6: What we measure in market assessments	Session 10: Overview of market tools and guidance	Summary of learning, Final Evaluation, Closing
<b>12:30</b>	<b>Lunch Break</b>	<b>Lunch Break</b>	<b>Lunch Break</b>	
13:30 (90')	Session 3: Critical market selection and KAQ	Session 7: Understanding market performance	Session 11: Response options and recommendations (1)	
<b>15:00</b>	<b>Coffee Break</b>	<b>Coffee Break</b>	<b>Coffee Break</b>	
15.30 (90')	Session 4: Revisiting market mapping	Session 8: Analysing market data	Session 12: Response options and recommendations (2)	
<b>17:00</b>	<b>End</b>	<b>End</b>	<b>End</b>	