

# Strive for success

MRS Advanced Certificate in Market & Social Research Practice



**Study one day...  
put into practice the next**



## What is the MRS Advanced Certificate?

The MRS Advanced Certificate in Market & Social Research Practice is the qualification for you if you're starting your career in research or just thinking about it. It is widely recognised by employers as the principal qualification for the research sector.

It's designed for people in all areas of research (buyers, suppliers and operations staff, undergraduates, market and social researchers, pollsters) from a broad range of employers (large and small agencies, local and national government, FTSE 500 companies, consultancies, financial institutions, charities) – the list is endless.

The MRS Advanced Certificate is set at degree level but is practically based; it deals with the nuts and bolts of the research process from beginning to end. Everything you learn – knowledge and skills – you can use immediately in your day-to-day role.

## Why should I study for the MRS Advanced Certificate?

**Everyone has something to gain from studying for the MRS Advanced Certificate:**

- If you're a **buyer**, you can learn how to commission good research. Make the most of your budget by understanding what your suppliers are offering you, give them better instructions and gain the best value for your organisation from the research findings.

About 25% of the people studying the MRS Advanced Certificate are from client organisations.

- If you're a **supplier**, ensure you provide the very best in research. Understand and meet your client's needs, adopt the most relevant methodology, present the research findings convincingly and recommend appropriate strategies.

Seven of the top ten research suppliers incorporate the MRS Advanced Certificate within their graduate training programmes.

- If you work in **operations**, appreciate the importance of your role in the research process. Understand the needs of both your client and the research end-user, and select the most appropriate tools to gather and/or analyse the research data.

The number of operations staff studying for the MRS Advanced Certificate is increasing as they recognise the value of the qualification for their career.

**So don't get left behind – invest in yourself:**

- **Be confident in your role**
- **Be competent to do your job**
- **Demonstrate your commitment**
- **Gain recognition of your knowledge and skills**



"I found studying for the MRS Advanced Certificate really worthwhile. It has helped me to validate and substantiate my knowledge of market research. My work at VisitScotland has also benefited from my increased research knowledge. As a result of my study, I am more confident when making research decisions and assessing research needs."

Mareike Bode  
Assistant Research Manager  
**VisitScotland**

**Here's your chance to get your 'degree' in research in six months\* while working!**

\*Based on the average time candidates take to complete the MRS Advanced Certificate.

## What is involved?

- Study at your own pace and in your own way the whole research process from beginning to end.
- Sit a 2½ hour examination comprising a case study and two further questions.
- Submit an integrated assignment - a brief and proposal for a project linked to your own work.

### How do I go about it?

First you have to decide which route is best for you, depending on how you like to study, where you're based and your work commitments:

#### Direct registration with MRS

This option works best if you are an experienced researcher, have had relevant training from your employer and have access to comprehensive learning materials. It is not a course of study. Once you register with MRS, you will receive:

- Syllabus and MRS *Code of Conduct*;
- Guidance on preparing for the examination and a past exam paper;
- Advice on how to complete and submit the integrated assignment; and
- Recommended reading list.

#### Part-time study at an accredited centre

This is a good option if you are able to travel to a centre, and prefer the classroom environment and the opportunity to interact with a tutor and fellow students. Once you register with a centre, you will receive:

- Face-to-face tuition;
- Support materials; and
- Revision workshop(s)

#### Distance learning

This study method is ideal if you do not wish to attend formal classes or you do not live close to an accredited study centre. It is easy to schedule your study around personal and professional commitments. Once you register with the distance learning centre, you will receive:

- Study materials including the syllabus which is packed with activities and learning hints, past exam questions and solutions, revision notes and a mock exam;
- Personalised study timetable; and
- Optional e-tutor.

"The MRS Advanced Certificate has really helped me understand the research process and what goes on during the projects I work on, beyond the stages I'm directly involved in. The training leading up to it encouraged me to think through the reasoning behind the research, helping avoid just 'doing things the way they've always been done'."

Stephanie Almond  
Research Executive  
**TNS**



## Need more advice?

The MRS website ([www.mrs.org.uk/qualifications/cert.htm](http://www.mrs.org.uk/qualifications/cert.htm)) has comprehensive information about the MRS Advanced Certificate or you can call a member of the MRS Professional Development Team on +44 (0)20 7566 1805 or send an e-mail to [profdevelopment@mrs.org.uk](mailto:profdevelopment@mrs.org.uk).

"Taking the Advanced Certificate has broadened my knowledge of the market research industry enormously. The whole course enabled me to grasp a better understanding of how all aspects of the industry work in order that projects run smoothly."



Sam Arje  
Data Processing Analyst  
**Kantar Operations**

"The MRS Advanced Certificate enables junior researchers to develop a deeper insight into the market research industry. Preparing for the exam and writing the integrated assignment is highly relevant to 'real life' research as it is a great way to focus and acquire knowledge of research in a business context."

Simon Jacobs  
Senior Research Executive  
**RS Consulting Ltd**



MRS is the world's largest association for people and organisations that provide or use market, social and opinion research, business intelligence and customer insight.

MRS is the awarding body for market and social research qualifications in the UK. It offers a range of government-approved qualifications suitable for different interests and levels of experience.



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