

Invest in the future

MRS Advanced Certificate in Market & Social Research Practice



How the MRS Advanced Certificate could benefit your organisation



What is the MRS Advanced Certificate?

The MRS Advanced Certificate in Market & Social Research Practice is the qualification for research employees. With nearly 500 researchers completing the qualification every year it has become widely recognised as the principal qualification for the research sector.

It doesn't matter what area of research your organisation is involved in as the qualification is designed for employees in all types of roles (buyers, suppliers and operations staff, graduates, 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 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 your employees learn – knowledge and skills – can be used immediately in their day-to-day roles.

Why should I enroll my employees onto the Advanced Certificate?

Everyone has something to gain from the MRS Advanced Certificate:

- If you're a **buyer**, your employees can learn how to commission good research. They can discover how to make the most of your budget by understanding what your suppliers are offering you, giving them better instructions and gaining 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**, make sure your employees can provide the very best in research. They will learn how to 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**, ensure your employees appreciate the importance of their role in the research process. They will 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 Advanced Certificate is increasing as organisations recognise the value of the qualification in enabling their employees to fully understand the whole research process.

So don't let your company get left behind – invest in your employees:

- **Develop their knowledge and skills**
- **See the benefits of their increased confidence**
- **Ensure that they meet the highest professional standards**
- **Show your commitment to them and their professional development**
- **Demonstrate their competence as they gain an internationally recognised qualification**

"Providing access to MRS qualifications has brought us significant benefits. Knowing that there are assignments and exams galvanizes participants and encourages them to focus on their professional development. But the benefits don't stop there. Because they are learning about areas beyond their current roles, completing MRS qualifications really builds people's capabilities for dealing with new challenges and opportunities."

Jason Flynn
Associate Director
GfK NOP

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Show your clients that your employees have the skills and knowledge to meet new challenges

What is involved?

- Your employees can study at their own pace and in their own way.
- They will sit a 2½ hour examination.
- They will submit an integrated assignment - a brief and proposal for a project.

How do I go about it?

First you have to decide which route is best for your employees – this depends on how they like to study, where they are based and their work commitments:

Employer's in-house training programme

MRS can accredit an employer's in-house training programme against the syllabus and aims of the qualification. Large, medium and small research suppliers have been accredited to offer the MRS Advanced Certificate in-house to their employees.

For further information on accreditation call +44 (0)20 7566 1805.

Direct registration with MRS

This is a good option if your employees are experienced researchers, have had relevant training from you and have access to comprehensive learning materials. It is not a course of study. Once they register with MRS, they 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.

Visit www.mrs.org.uk/qualifications/cert.htm for further information.

Distance learning

This is a good option if they do not wish to attend formal classes or they do not live close to an accredited study centre. It is easy to schedule their study around personal and professional commitments. Once registered with the distance learning centre, they will receive:

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

Visit www.bpp.com for details of the Distance Learning Programme.

Part-time study at an accredited centre

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

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

For a list of part time study centres visit www.mrs.org.uk/qualifications/cert.htm

"The Advanced Certificate is the cornerstone of Harris Interactive's functional training for new and recent joiners, ensuring a broad understanding of research processes to augment their day to day work experience. We are great advocates of the qualification as it gives consistency and breadth of understanding, efficiently covering an immense amount of material in a short time."

Justin Gutmann
Research Director

Harris Interactive

 **HarrisInteractive®**

Need more advice?

Our website (www.mrs.org.uk/qualifications/cert.htm) has comprehensive information about the Advanced Certificate or you can call a member of the MRS Professional Development Team on +44 (0)20 7566 1805 or e-mail them at profdevelopment@mrs.org.uk.

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.



The Market Research Society, 15 Northburgh Street, London, EC1V 0JR

Website: www.mrs.org.uk Email: profdevelopment@mrs.org.uk Tel: +44 (0)20 7566 1805

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