



MRS Qualifications

A Guide to Centre Accreditation

The Market Research Society (MRS) is the UK professional body for research, insight and analytics. We recognise 5,000 individual members and over 500 accredited Company Partners in over 50 countries who are committed to delivering outstanding insight. As the regulator, we promote the highest professional standards throughout the sector via the MRS Code of Conduct.

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1. Introduction

MRS is an awarding body for vocational qualifications in market and social research. As part of its responsibilities to assure that the standards of course and/or training provision MRS Qualifications inspects and accredits the courses or programmes offered by a wide range of training providers.

This document provides guidance for centres which intend to submit an application to become an MRS Accredited Centre. The relevant *Application Form for Accredited Centre Status* highlights the areas which centres must address as part of the accreditation process to ensure that proposed courses or programmes meet the requirements of the qualification.

2. Summary of Principles of Accreditation

- The completed *Application Form for Accredited Centre Status* enables the MRS to make a preliminary decision on the appropriateness for accreditation of the systems and structure of the proposed programme. Scrutiny of the completed form will help the MRS to determine:
 - whether there are adequate teaching and learning resources to support the programme;
 - whether the centre's programme covers adequately the qualification syllabus (including the MRS Code of Conduct);
 - whether tutors are able to deliver the appropriate standard of assessment;
 - whether membership of the MRS will be encouraged (membership is not mandatory).
- There are certain mandatory requirements:
 - At least one member of the teaching staff must be an MRS member.
 - The centre must demonstrate how the programme delivers the syllabus via a combination of taught programme and directed learning (e.g. via required reading).
 - The centre must provide adequate direction for candidates in order to help them complete the components of assessment.
 - The centre must provide appropriate facilities for the delivery of assessment, and must be able to guarantee the security of all assessment materials.
- The centre should submit the completed *Application Form for Accredited Centre Status* with supporting documentation to the MRS Professional Development Co-ordinator who will conduct a clerical check to ensure that all necessary information and documentation is included. Confirmation of receipt will then be emailed to the centre.
- The centre will then be contacted by the MRS Head of membership Development to discuss the content of the application and to make arrangements for an accreditation visit. Please note that the MRS will make every effort to ensure that as much necessary information as possible has been reviewed as part of the application process prior to making arrangements for the accreditation visit.

- Following completion of the accreditation visit, a report will be produced with, if applicable, accreditation recommendation/s. The report will recommend one of the following:
 - Full accreditation: The centre has met all requirements to a satisfactory standard and may proceed to deliver the programme(s) outlined in the application.
 - Provisional accreditation: The centre has met most of the requirements of the accreditation process. The centre may deliver the programme(s) outlined in the application, but must provide evidence of having met all requirements within the time frame stipulated in the centre verifier's report.
 - Accreditation withheld: The centre has failed to meet a significant number of the requirements of the accreditation process. In cases where such a recommendation is made, the MRS will enter into dialogue with the centre to identify how they might best meet the requirements and to arrange a further accreditation visit if required.

- Once Full Accreditation has been confirmed, the centre is bound by the MRS Letter of Accreditation and will receive a Certificate of Centre Accreditation.

- Full Accreditation entitles the centre to an accreditation of 3 years providing that:
 - the centre continues to meet the requirements laid out in the Letter of Accreditation and to follow the administrative processes laid out in the Admin Handbook
 - the centre provides an Annual Update in the format requested by MRS
 - candidate attainment continues to be at a satisfactory level

The fee for accreditation for each programme is £1,700 + VAT, the period of accreditation is for 3 years.