



## **MRS Accredited Training Provider**

### **Information & Application for Accredited Status**

**Name of Employer:** \_\_\_\_\_

**Address of Employer:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Name of person dealing with application:** \_\_\_\_\_

**Position of person dealing with application:** \_\_\_\_\_

**Tel Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

With members in more than 50 countries, MRS is the world's leading authority on research and business intelligence.

MRS Accredited Training Provider Application Form  
May 2017  
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The Market Research Society  
The Old Trading House  
15 Northburgh Street  
London EC1V 0JR

Telephone: +44 (0)20 7566 1805  
Fax: +44 (0)20 7490 0608  
Email: [profdevelopment@mrs.org.uk](mailto:profdevelopment@mrs.org.uk)  
Website: [www.mrs.org.uk](http://www.mrs.org.uk)

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## About MRS Accredited Training

MRS has developed a professional development competency framework together with a set of membership standards, which set out the knowledge, skills and attitudes required from research, insight, analytics and marketing science practitioners as they develop within their careers.

This unique resource helps employers define what they need from their staff as they develop their businesses and assist employers in structuring professional development programmes to meet their needs.



To complement the framework and standards, MRS has developed an MRS Accredited Training approach which accredits employers' in-house training provision, giving employers external recognition of the quality of their training content and delivery, specifically identifying areas of learning and training provision which meet the MRS competency standards.

The MRS Accredited Training approach is flexible, recognising a wide range of provision, for example face to face, webinars, online; across a wide range of different employers whether large or small, and whatever their specialism. Developed in conjunction with employers, MRS Accredited Training is an essential business and staff development tool.

## MRS Accredited Training Provider

### Benefits of being an MRS Accredited Training Provider

- demonstrates employers' professional development commitment to clients and employees, **and** assists in attracting graduates to organisations
- gives researchers access to MRS Membership engaging them with the wider profession, accessing broader information about research via membership benefits which enriches the individual's understanding and feeds directly back into improving the employers business.
- recognises employer training provision within the MRS Continuous Professional Development (CPD) programme
- recognised as an entry route to MRS Certified Membership with MRS CPD
- assists in the structuring and benchmarking of employer's training programmes
- improves employee recruitment and retention
- improves staff motivation and morale
- gives recognition of world class employers

### How to become accredited

Complete the Application Form (Pages 8 – 18). The completed *Application Form for Accredited Training Provider Status* enables the MRS to determine whether an organisation's training and learning programme is suitable for accreditation.

Information supplied in the completed form will help the MRS to determine:

- whether an organisation's programme covers an adequate proportion of the MRS Professional Development Framework - see Page 6 (including the MRS Code of Conduct).
- the MRS Member(s) associated with the programme
- the number of MRS CPD hours to be awarded (maximum 18 hours).
- whether there are adequate teaching and learning resources to support the programme.
- whether essential MRS requirements are adequately covered e.g. MRS Code of Conduct, Data Protection Act 1998 etc.

The completed *Application Form for Accredited Training Provider Status* should be sent to MRS with supporting documentation.

On receipt of the completed application form MRS will review against the MRS Professional Development Framework. The accreditation fee is £1,500 + VAT (2017/18 fee) for a 3 year period, which includes:

- use of MRS Accredited Training Provider Logo on promotional materials e.g. website, marketing materials, recruitment literature, etc
- listing of company and company logo, confirming accreditation status on the MRS Website – Accredited Training Provider Section
- recognition of training within MRS CPD programme
- waiver of MRS Membership joining fee for all participants on the programme

## Administration

Please make a copy of this application for your own files and return this completed form to:

Samantha Driscoll  
Head of Membership Development  
The Market Research Society  
The Old Trading House  
15 Northburgh Street  
London  
EC1V 0JR

Tel: + 44 (0)20 7566 1881

Email: [samantha.driscoll@mrs.org.uk](mailto:samantha.driscoll@mrs.org.uk)

Please ensure that all necessary documentation is enclosed with this submission. These include the Employer's:

- current or planned training programme, with supporting documentation including mapping against the Professional Development Framework and Learning Outcomes
- a staff outline form for each staff member involved in delivering the programme
- policy for monitoring participant progress
- policies for monitoring the quality of training

Receipt of your application will be acknowledged receive a response detailing the next stage of the accreditation process.

## Application Form

### General Details

1. Title of training programme:

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2. Number of training programmes which you propose to offer annually:

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3. Proposed start and end dates of the first training programme leading to the MRS Accreditation:

Start (month/year): \_\_\_\_\_ End (month/year): \_\_\_\_\_

4. Proposed number of participants participating in the programme annually:  
*Please give minimum and maximum group sizes.*

Min: \_\_\_\_\_ Max: \_\_\_\_\_

5. Name of MRS member associated with the delivery of the employer training programme:

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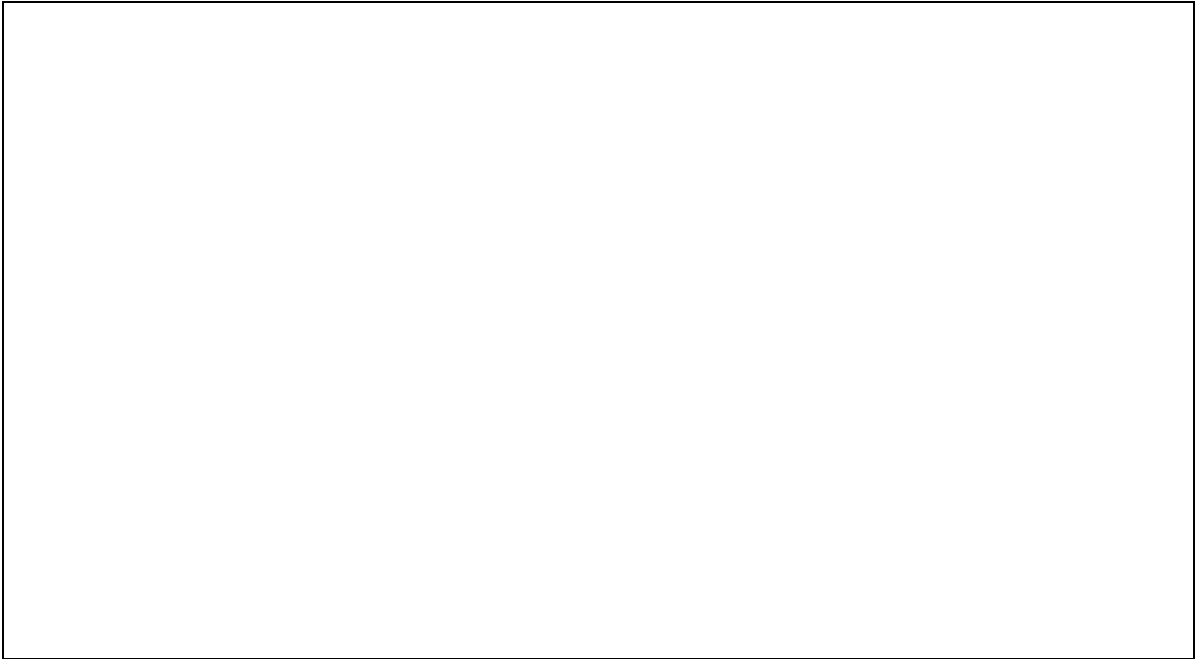
6. Role of MRS member(s) with the programme:

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7. If there is no MRS member attached to the tutor team, please give the name of the member of staff who will become an MRS member as part of the accreditation process:

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8. Please give details of how you promote/intend to promote to participants the benefits of MRS membership and its services (e.g. MRS Code of Conduct).

A large, empty rectangular box with a thin black border, intended for the applicant to provide details on how they promote or intend to promote the benefits of MRS membership and its services to participants. The box is currently blank.



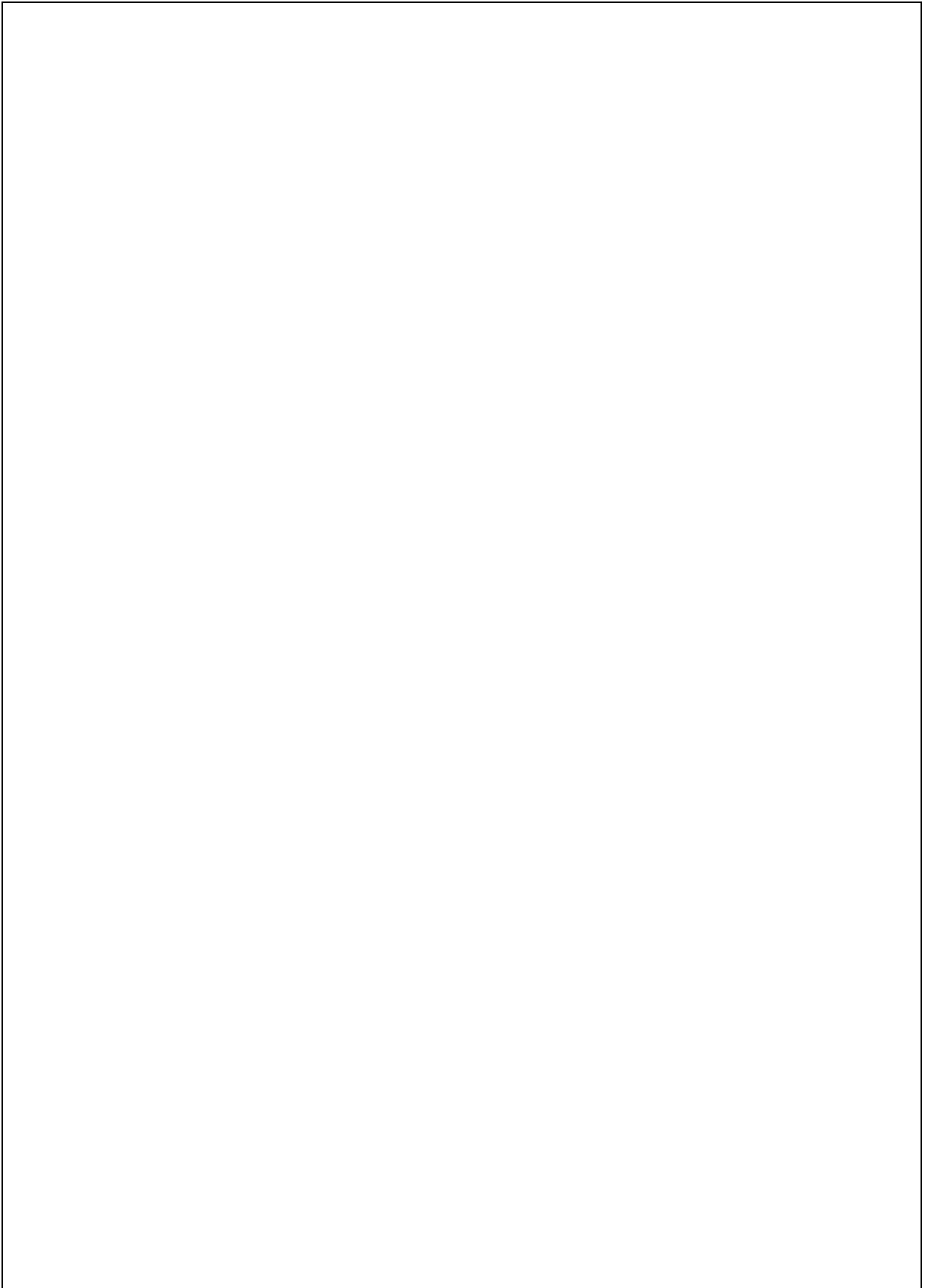
## Programme Details

9. Please provide details of the programme to which this application refers, timetable, duration, content, trainers etc (NB – Please include a Course plan, Session length, Session titles, Session content, Learning outcomes, Mapping etc – please supply as much information as possible as this will speed up the process).

*The information can be provided in a separate document to this application form.*

10. Does the training programme have a mechanism for assessing participants learning, progress and engagement? For example, do participants have to complete any tasks/tests at the end of a session? Is there on-going monitoring or appraisals, etc? If so please provide outline details of the assessment mechanism.

11. Does the training programme include mentoring for participants as part of their continuing professional development? If so please provide outline details of the mentoring programme.



## Trainers

12. Please enclose details of all staff who are involved in delivery of the training programme.

*NB There should be at least one MRS member within the team of trainers. This is to ensure that ethical issues contained in the MRS Code of Conduct receive adequate coverage during the accredited training programme.*

A Staff Outline\* form should be completed for each member of the training team.

Please ensure the details include the following:

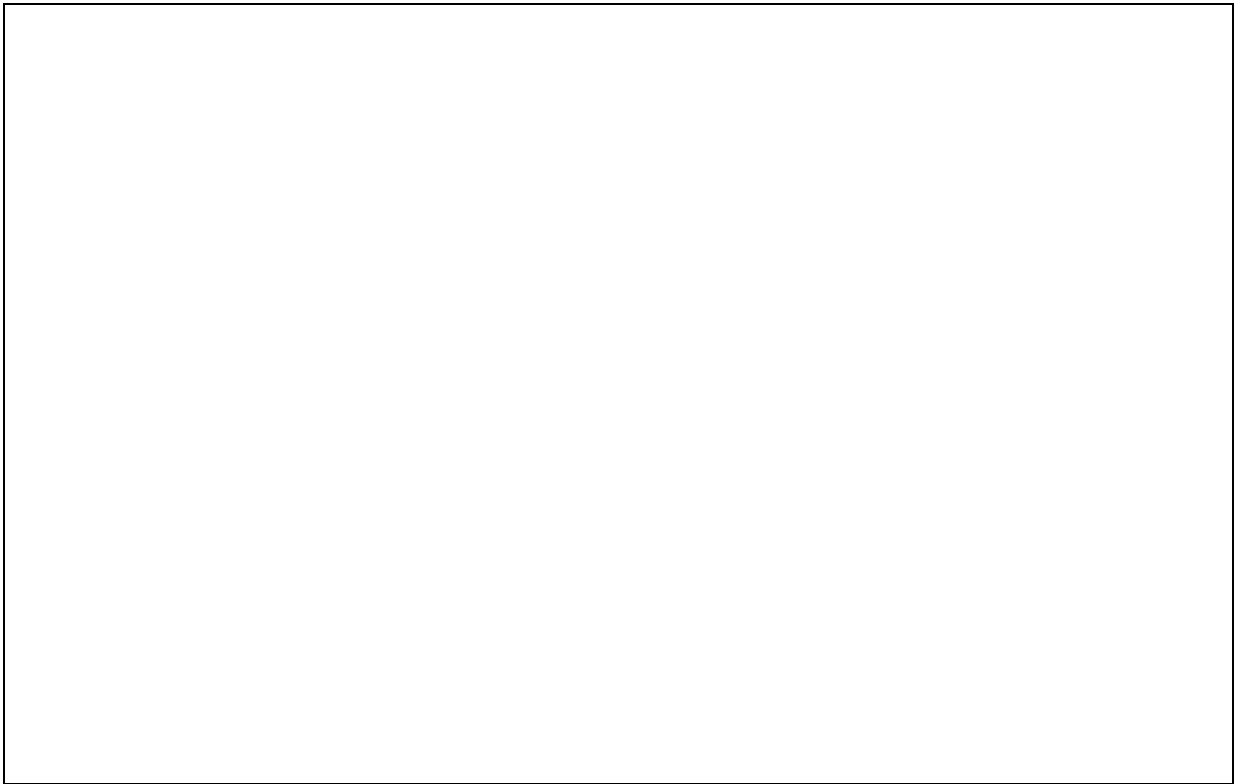
- i) Full name and qualifications (academic and professional).
- ii) Membership of professional bodies.
- iii) Experience: Training/subject specialisms, Industry/commercial knowledge and/or experience.

\*A Staff Outline form is included in Appendix 1.

13. Please give details of trainer allocation within the programme. Provide a brief description of the role(s) for each member of the training team delivering the training programme.

## Learning Resources

14. Please describe the learning resources available to support participants (e.g. training materials, webinars, books etc.)



*MRS recommends that 'Impact' magazine be made available to candidates as part of the Employer's learning resources. All Certified Members of MRS receive 'The International Journal of Market Research' as a membership benefit. All members of MRS receive 'Impact' as a membership benefit.*

## Quality Control of Training Provision and Trainer Standards

15. Please provide the name of the person who is the single point of accountability for the quality assurance and management of the training programme:

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16. Please outline the procedures used for monitoring the quality of teaching on the training programme. Enclose your policy statements (if available).

17. How are participants' comments/feedback gathered, reviewed and acted upon?  
Enclose a copy of feedback questionnaire (if available).



## Submission Declaration

This application has been completed by:

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**Name**

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**Job Title**

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**Signature**

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**Date**



**Appendix 1: Staff Outline:**

Please submit one form per member of tuition team.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Role on programme: \_\_\_\_\_

Academic & Professional Qualifications: Please give name of awarding institution and date of award:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Membership of Professional Bodies: Please give name of body and level of membership:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Summary of teaching experience/subject specialism(s):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Summary of industrial/commercial knowledge and/or experience (if applicable):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## **Appendix 2: Professional Development Framework Learning Outcomes**

# MRS Professional Development Framework

The MRS Professional Development Framework identifies the key functions and competencies required to be a research, insight, analytics and marketing sciences professional. From core skills to business leadership. The Framework has been designed to be relevant and applicable to professionals from across the sector, in organisations of all shapes and sizes.

To make the most of the MRS Professional Development Framework individuals can register for the MRS Continuous Professional Development (CPD) programme, as part of their MRS membership. The Professional Development Framework enables members to plan their future career and development needs and gain recognition for their achievements by upgrading to MRS Certified Member Status.

The CPD programme is managed through an online portal where individuals can create their own personal development plan using the MRS Professional Development Framework to help to identify their needs, record learning and development activities undertaken over the year, reflect on learning outcomes, track and record progress and plan future needs.

To find out more visit: [mrs.org.uk/cpd](https://mrs.org.uk/cpd)

Explore further by clicking the various segments to view the detailed competencies and skills requirements.



## Understand and apply best practice to provide ethical and quality based research decisions

MRS champions the highest ethical, commercial and methodological practices in research, providing fair regulation, clear guidance and practical advice.

Understanding and applying best practice ensures that the delivery of research results are built upon a rigorous ethical framework to create informed and quality based business decisions.

### Knowledge, Skills and Attitudes

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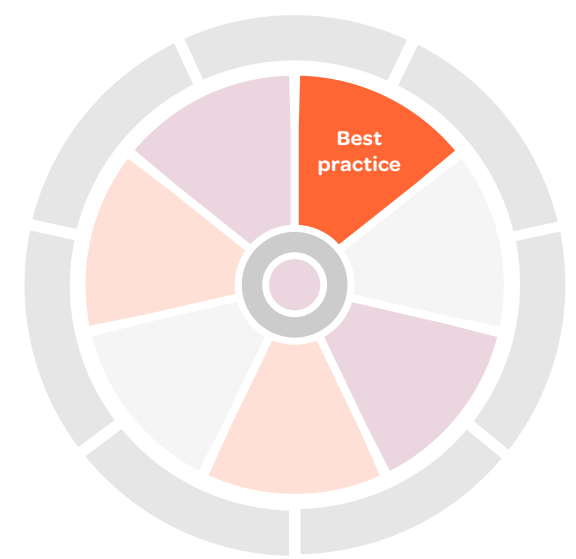
1. Understand and apply the MRS Code of Conduct when undertaking research and insight activities

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2. Understand and apply relevant legislation when undertaking research and insight activities e.g. the Data Protection Act in the UK

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3. Understand and apply relevant quality assurance requirements e.g. ISO 20252, ISO 26362, ISO 9001, IQCS, etc



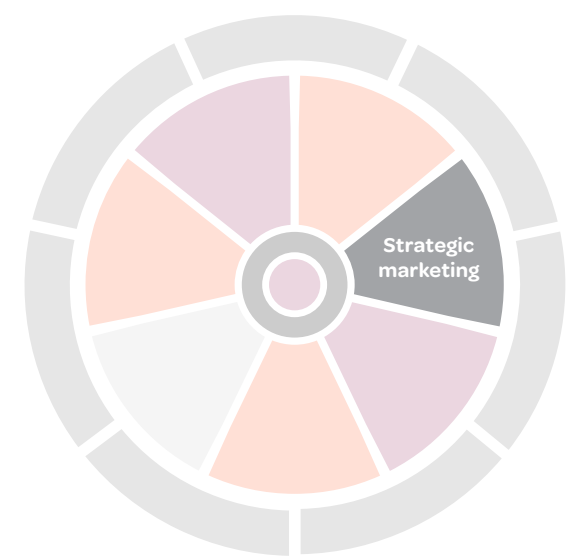
## Provide strategic marketing intelligence & customer insight

Research and insight is vital in influencing strategic business and policy decisions. It is a key element of the Professional Development Framework and looks to widen skills, from basic research principles to developing as leaders informing strategic change and delivering actionable research, insight and intelligence.

### Knowledge, Skills and Attitudes

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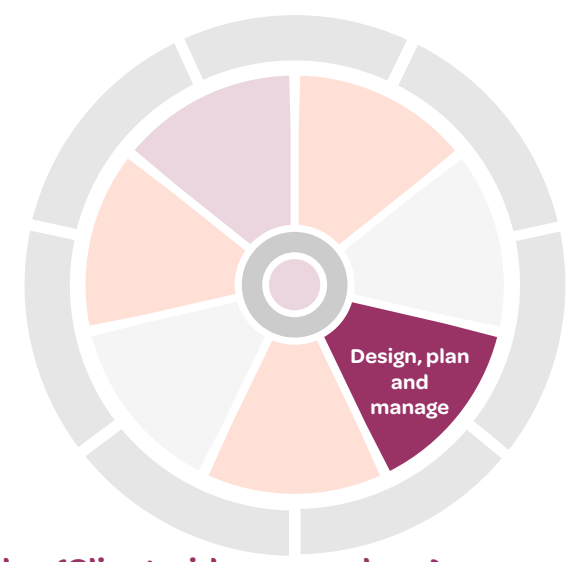
1. Provide actionable recommendations to inform strategic business decisions based upon quality research and insight
2. Evaluate behaviour change from marketing communication exercises
3. Evaluate and select appropriate research solutions for given research contexts
4. Undertake competitor analysis and provide intelligence
5. Manage elements of marketing communication and/or research and insight process
6. Understand, use and application of insight within an organisation for business success



# Design, plan and manage research projects

The role of market and social research is vital in informing and driving effective decision-making in commerce and society.

Understanding how to design, plan and manage research projects ensures that research provided is formed from a clear practical understanding of the core principles underpinning all stages in the research process, from design to delivery of results.



## Knowledge, Skills and Attitudes (Supply-side researchers)

1. Understand the broad context of research
2. Identify and define research objectives and requirements
3. Evaluate and select appropriate research solutions for given research contexts
4. Determine realistic timescales and budget requirements
5. Recommend approach research methodology(s) for collecting the required information within agreed budget and timescale
6. Identify and select appropriate samples and sources of information
7. Prepare research proposals
8. Plan and implement research projects to ensure they are effectively managed and delivered
9. Identify risks and how these can be mitigated
10. Brief and manage people responsible for elements of research implementation
11. Analyse data and identify research findings
12. Prepare research reports
13. Present and communicate research findings to clients

## Knowledge, Skills and Attitudes (Client-side researchers)

1. Understand the broad context of research
2. Identify and define research objectives and requirements
3. Evaluate and select appropriate research solutions for given research contexts
4. Determine realistic timescales and budget requirements
5. Prepare research briefs
6. Determine appropriate procedures for selecting suitable research suppliers
7. Implement supplier selection procedures to identify suitable suppliers
8. Manage research suppliers to ensure projects are effectively delivered
9. Identify risks and how these can be mitigated
10. Brief and manage people responsible for research implementation
11. Interpret research findings for internal stakeholder requirements
12. Tailor research findings and insights suitable for communication with internal stakeholders
13. Present and communicate research findings to internal stakeholder

## Manage and lead research operations

Managing and leading research projects involves a number of key operational tasks from, planning resource, leading team members, commissioning suppliers, recruiting interviewers and managing the research budget.

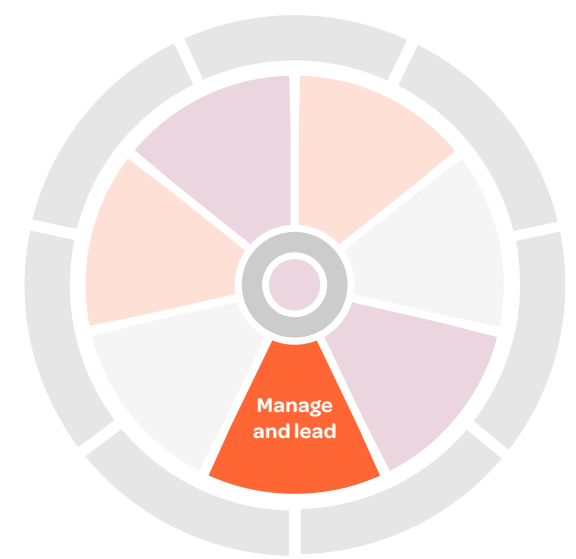
Understanding research operations are a key part in the delivery of research ensuring that projects and associated processes are managed efficiently, on time and to budget.

### Knowledge, Skills and Attitudes (Supply-side researchers)

1. Establish broad understanding of a variety of research techniques and methodologies, including strengths and weaknesses in given contexts
2. Prepare research proposals
3. Plan and manage required resource (internally and externally) on schedule
4. Set and manage research budget
5. Manage research subcontractors or third parties
6. Lead research team

### Knowledge, Skills and Attitudes (Client-side researchers)

1. Establish broad understanding of a variety of research techniques and methodologies, including strengths and weaknesses in given contexts
2. Prepare research briefs
3. Plan and manage required resource (internally and externally) on schedule
4. Set and manage research and insight budget
5. Manage research providers or third parties
6. Lead research and insight teams

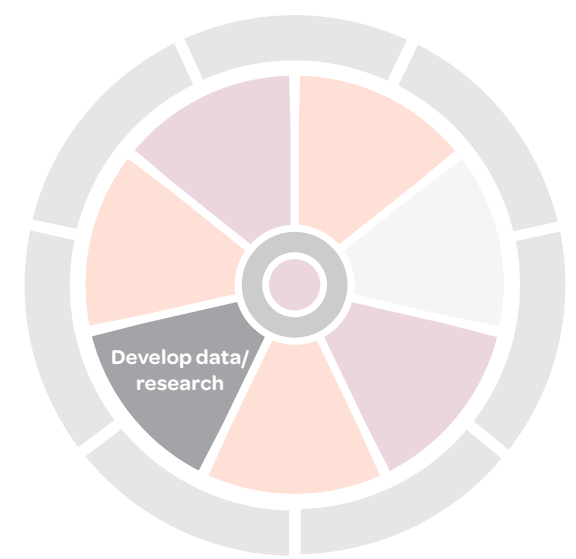


# Use and develop marketing and customer data/research

With the evolution of 'big data' managing business intelligence can mean dealing with a variety of information sources: customer databases, external data sources and research results. Integrating these streams of insight and intelligence can expose new understanding and strategic direction to provide deeper levels of insight and intelligence for your organisation or client.

## Knowledge, Skills and Attitudes

1. Understand and apply appropriate data collection methodology(s) using research techniques, internal or external data sources, etc
2. Understand and establish relevant data protocols, understand client data needs, implementing relevant data legislation (e.g. Data Protection Act 1998) and/or quality requirements
3. Evaluate and select appropriate quantitative or qualitative data collection tools
4. Understand and apply quantitative statistical and data modelling techniques and/or qualitative techniques
5. Understand and apply data and/or customer segmentation techniques
6. Understand and apply data techniques for the analysis and interpretation of multiple data sets and/or data sources
7. Understand and deploy appropriate techniques for the interpretation of findings e.g. visualisation, storytelling, etc.

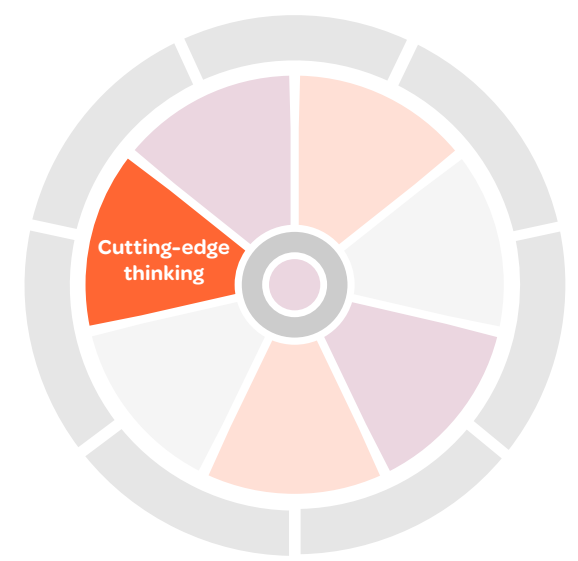




## Lead cutting-edge thinking and innovative techniques

Research, insight and intelligence techniques are continually evolving, providing new and cutting-edge ways to get to the heart of the consumer and citizen. Research leads the development of these new techniques challenging and influencing the business world.

Understanding cutting edge thinking and innovative techniques ensures the research world is continually evolving offering the business world new and engaging ways to understand consumers and society.



### Knowledge, Skills and Attitudes (Supply-side researchers)

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1. Develop research speciality(s) as required e.g. qualitative, quantitative, statistics, co-creation, semiotics, neuroscience, etc
2. Lead development and understanding of new research techniques
3. Understand, use and implement new research and insight techniques
4. Apply ideation techniques with relevant stakeholders (internally and externally) to inspire new work
5. Share understanding of new thinking and innovative techniques by sharing knowledge and skills with others

### Knowledge, Skills and Attitudes (Client-side researchers)

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1. Develop research speciality(s) as required, e.g. research techniques, broader marketing mix requirements, leading the application of insight, etc
2. Evaluate and deploy the development of new research techniques as required
3. Evaluate and select new research and insight techniques as appropriate
4. Evaluate and deploy ideation techniques (internally and externally) to inspire new work
5. Share understanding of new thinking and innovative techniques by sharing knowledge and skills with others

## Work with other business functions and third parties

To deliver true business strategy and innovation it is essential that research and insight teams work effectively with other business areas whether that be the marketing team, CSR department, finance teams, board directors, customer teams and many many more. Working effectively with others, enables research, insight and intelligence to be leveraged throughout an organisation, integrated and communicated to others, informing strategic business direction.

### Knowledge, Skills and Attitudes

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1. Communicate purposes and objectives to team members and other internal departments

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2. Involve and effectively manage research teams and/or subcontractors

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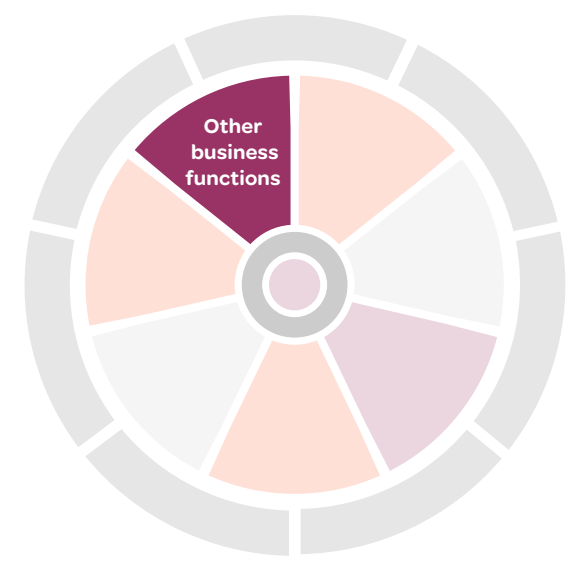
3. Develop personal effectiveness skills to ensure impact across the business

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4. Encourage, steer and support other teams in meeting business objectives

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5. Create a climate of trust and mutual respect, successfully collaborating with other departments and stakeholders



# Stakeholder Management

Stakeholder management skills enables effective interpretation and influence on external and internal stakeholders within a business environment creating positive relationships.

## Knowledge, Skills and Attitudes

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1. Identify key stakeholders and establish relationships with internal and external stakeholders

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2. Prioritise importance of different stakeholders and stakeholder groups (internally and externally) and establish the needs of each individual and/or group

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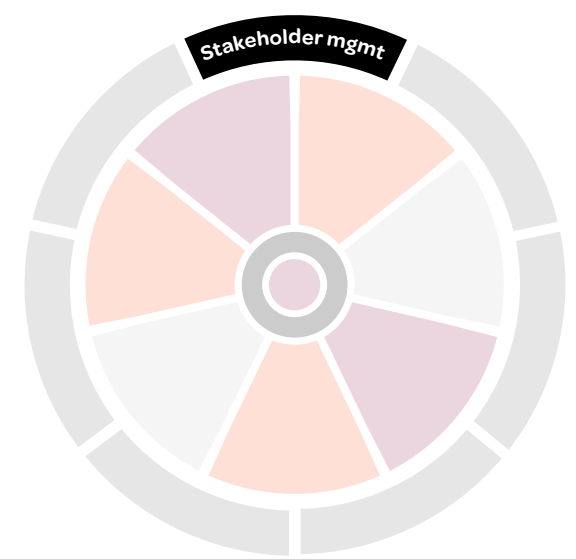
3. Establish relevant corporate policies and actions for each stakeholder group

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4. Develop and agree communications strategies for building and managing good relationships with identified stakeholders and groups

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6. Monitor the effectiveness of stakeholder management strategies



# Influencing & Negotiating

Understanding how to influence others and to negotiate effectively are crucial skills in today's business climate, whether upwards or sideways within an organisation, or with external clients or suppliers.

## Knowledge, Skills and Attitudes

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1. Establish and prioritise objectives and any compromise negotiation positions

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2. Identify key internal and external stakeholder, likely to influence desired objectives

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3. Research and identify the strength of any negotiation positions and likely counter positions

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4. Identify any potential challenges in negotiations and devise solutions to overcome these

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5. Devise and implement appropriate communication strategies for all parties involved in delivering any negotiation positions

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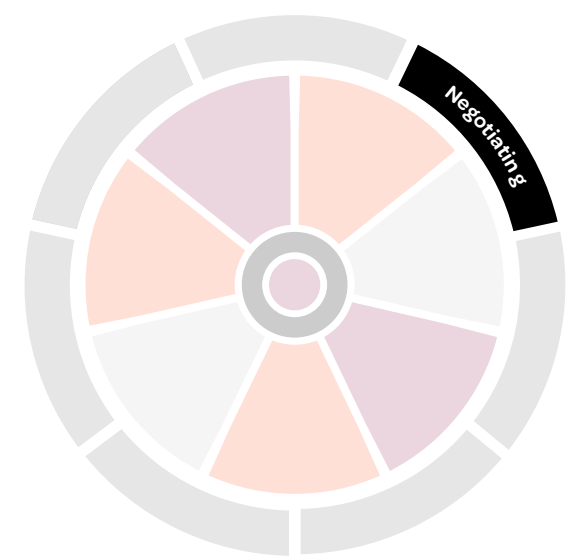
6. Identify and communicate with individual stakeholders that may assist in delivering desired objectives

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7. Devise different strategies to enable alternative negotiation positions to be delivered to obtain desired results

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8. Maintain clear and accurate records of negotiations, outcomes and agreements achieved

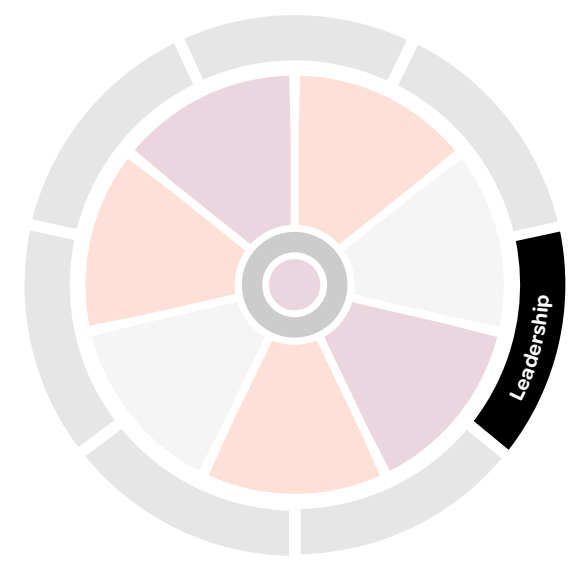


# Leadership & Managing People

Leadership and people management are core skills required to effectively communicate, to engage and motivate employees and colleagues towards a common goal. These attributes will help you develop as a leader within your organisation and the wider community.

## Knowledge, Skills and Attitudes

1. Establish vision relating to areas of responsibility and communicate vision together with supporting objectives and operational plans
2. Ensure team members and related stakeholders understand relevant vision, objectives and operational plans
3. Guide team members and stakeholders, and when appropriate empower individuals, to deliver relevant vision, objectives and operational plans
4. Establish targets and monitoring processes for self, team and stakeholders to ensure that relevant vision, objectives and operational plans are delivered
5. Develop a range of leadership styles and select and apply these as appropriate to situations and people
6. Deploy guidance, mentoring and/or coaching skills as appropriate in order to achieve vision, objectives and operational plans
7. Motivate and support team members and stakeholders, providing recognition when individuals successfully meet vision, objectives and/or operational plans
8. Develop mechanisms to establish feedback from team members and stakeholders on personal performance, and address issues that arise
9. Review plans, responsibilities and objectives periodically and in light of any relevant change in circumstances



# Communication Skills

Effective communication skills are key to developing internal and external relationships and for contributions and recommendations to be effectively interpreted and applied.

## Knowledge, Skills and Attitudes

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1. Identify and clarify stakeholder communication needs and preferences, including any communication challenges

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2. Develop and implement communication strategies appropriate for your stakeholders

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3. Assess communication skills identifying strength and weaknesses

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4. Develop a plan to address any communication weaknesses

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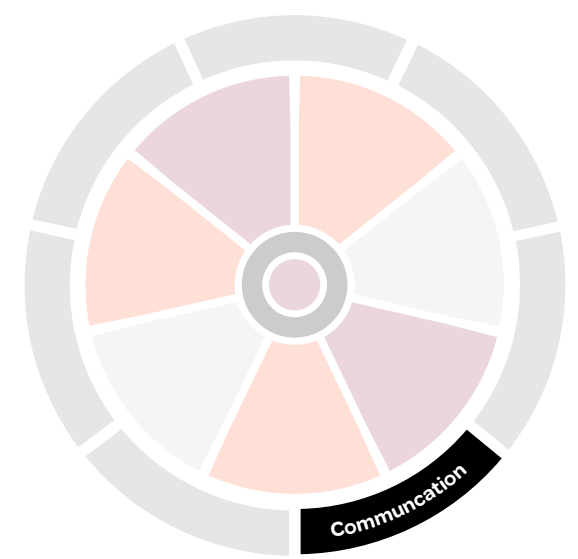
5. Implement plans to address weaknesses, and monitor effectiveness of steps taken

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6. Adapt communication skills to address stakeholders' needs, preferences and to address any specific challenges

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7. Seek assistance and support when communication fails to meet the needs of stakeholders



# Business & Finance

Understanding and developing your business & finance knowledge skills are fundamental to enhancing the wider business context, in areas such as: strategic planning, people & organisations, the role of marketing in business and financial management.

## Knowledge, Skills and Attitudes

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1. Identify and confirm personal financial and business responsibilities

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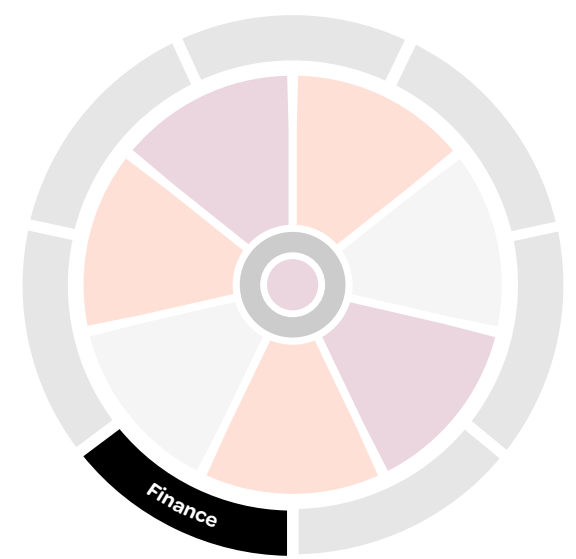
2. Determine and plan relevant financial and business objectives

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3. Understand financial and business responsibilities and how these fit into the wider business

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4. Identify and agree key performance measures and methods for monitoring and evaluating performance against objectives



# Personal Effectiveness

Developing personal effectiveness skills enhances an individuals personal profile within an organisation. Developing skills to influence others, enhances careers, builds networks and enhances personal recognition and contribution. .

## Knowledge, Skills and Attitudes

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1. Assess and identify personal effectiveness including strengths and weaknesses

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2. Indentify and work with individuals to assist in developing personal skills, particularly addressing areas of weaknesses

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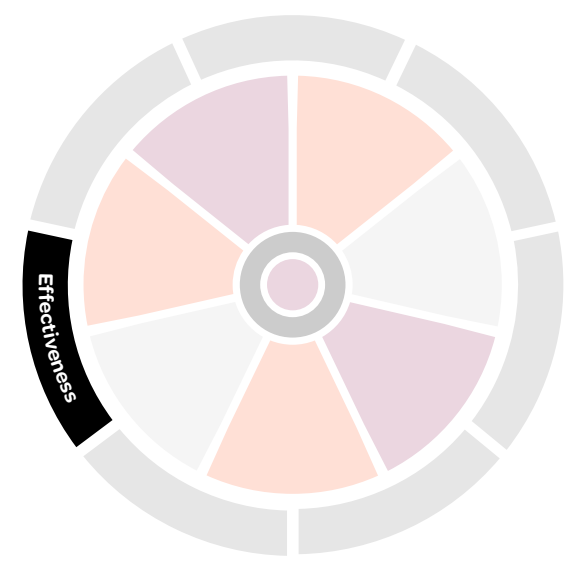
3. Develop skills working effectively as part of a team, understand your role and responsibilities and how this relates to others

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4. Set personal development targets, including addressing identified weaknesses, and develop approaches to enable these targets to be met

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5. Assist others in developing their knowledge and skills





# Client Relationship Management

Client relationship management knowledge and skills enhance commercial awareness, to more effectively retain and manage business relationships with existing clients and to develop long lasting business networks.

## Knowledge, Skills and Attitudes

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1. Be accountable for appropriate standards of account management services with customers and clients and internal stakeholders
2. Design, implement and maintain strategies, policies, plans and standards for relationship management activities and deliverables
3. Manage quality and effectiveness of business relationship activities with departments, functions, customers and clients
4. Establish clear and trusted relationships with internal and external senior decision makers and leaders
5. Develop networking skills to manage existing accounts and to source new clients
6. Acquire confidence of internal stakeholders and external customers and suppliers through effective sales, account management and business development techniques

