



## **Advanced Certificate in Market & Social Research Practice**

### **Application Form for MRS Accredited Centre Status**

**Name of Centre:** \_\_\_\_\_

**Address of Centre:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

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

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

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

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.

MRS Advanced Certificate Accredited Centre Application Form  
Jan 2020  
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Website: [www.mrs.org.uk](http://www.mrs.org.uk)

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## General Programme Details

**1.** How to you plan to offer the course? (Please tick as appropriate)

- a) Full-time
- b) Part-time day
- c) Part-time day and evening
- d) Part-time evenings only
- e) Intensive
- f) Incorporated into an existing degree programme
- g) In-company, work-based programme
- h) Other method (please specify) \_\_\_\_\_

**2.** Department in which the course is to be offered (academic centres only)

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**3.** Number of courses which the centre proposes to offer annually: \_\_\_\_\_

**4.** Proposed start and end dates of the centre's first course leading to the MRS Advanced Certificate in Market & Social Research Practice:

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

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

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

**6.** Will the course be funded (by government or other funding body)?

(Yes/No)

If yes, please give details:

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**7.** Name of MRS member associated with the programme:

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**8.** Role of MRS member in the programme:

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**9.** If there is no MRS member attached to the tutor team, please give the name of the member of staff who will undertake to become an MRS member:

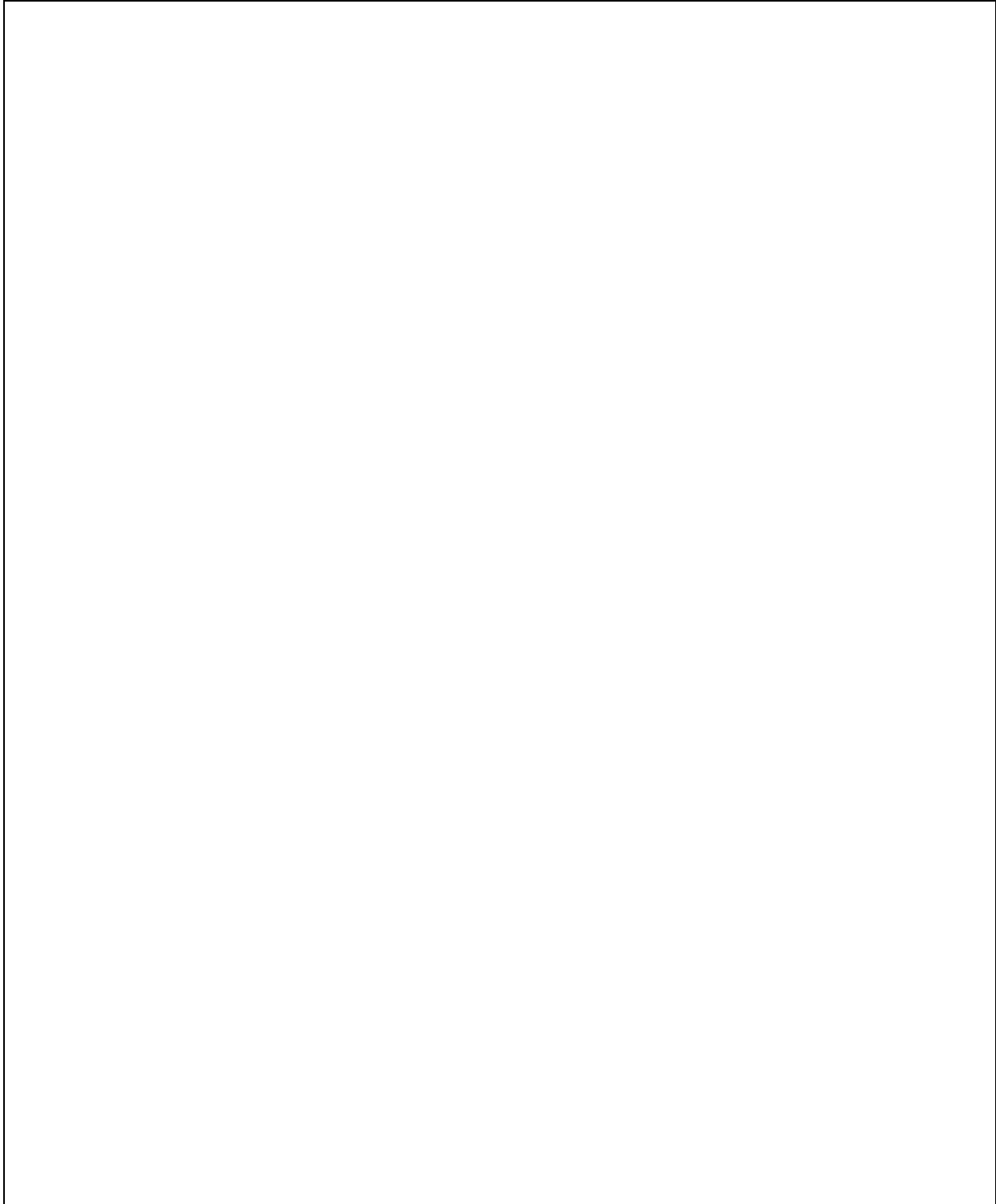
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**10.** Please give details of how your centre promotes/intends to promote the MRS and its services (e.g. Code of Conduct).

## Programme Details

- 11.** Please provide details of how the programme to which this application refers meets the learning outcomes of the Advanced Certificate in Market & Social Research Practice, as outlined in the syllabus document.

(NB Please include a course plan with this section of the application.)



## Staffing and Teaching Provision

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

(N.B. Each tutor team should include at least one MRS member. This is to ensure that ethical issues contained in the Code of Conduct receive adequate coverage during courses leading to an MRS accredited qualification)

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


Please ensure the details include the following:

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

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

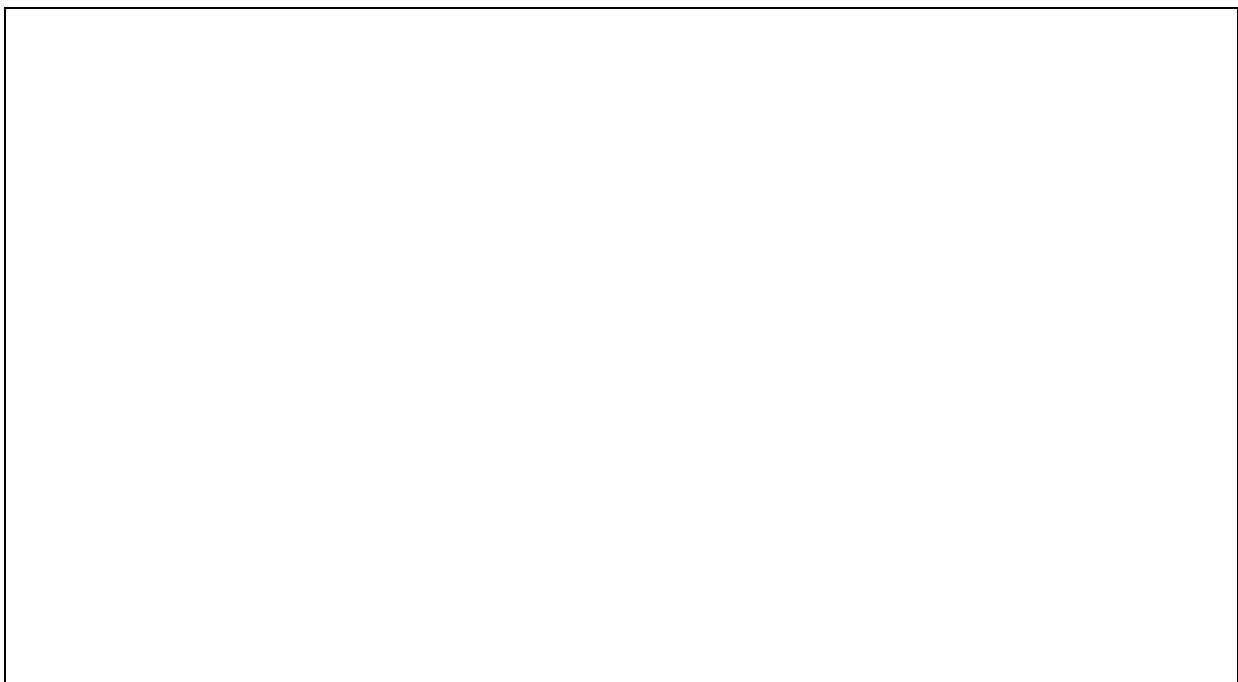
**13.** Please give details of teacher allocation within the course. Provide a brief description of the role(s) of each member of the tutor team.

**14.** Ongoing assessment is vital to candidates' success. Please submit information about your formative assessment strategy (e.g. examples of homework tasks, assignments, mock exams etc).



**15.** How do you intend to provide tutorial support?

(NB For academic centres: If a college-wide tutorial programme exists, please submit along with this application).



**16.** What administrative and assessment systems are proposed in order to support the delivery the Integrated Assignment component of assessment?

(NB Details of requirements for this component of assessment can be found in the document entitled A Centres to the Integrated Assignment).

**17.** What administrative systems are proposed in order to support the delivery of the examination component of assessment?



## Learning Resources

**18.** Please describe the learning resources available to support your candidates.

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

**19.** How will your centre ensure that learning resources are kept up to date and are adequate to meet the needs of groups of candidates?

# Staff Development Policy

**20.** If your application is successful, your centre will be expected to contribute to the MRS’s ongoing review and evaluation of its qualifications and professional development. Tutors delivering research skills modules are encouraged to take ‘Fast Track’ entry to Certified Membership of the Society.

Please indicate with a signature the centre’s commitment to this staff development.

Head of Department  
or Head of HR/Development \_\_\_\_\_

Signature: \_\_\_\_\_

**21.** Please provide examples of relevant staff development activities within your centre.

## Quality Control of Course and Tuition Standards

**22.** Please provide the name of the person who is the single point of accountability for the quality assurance and management of the programme of learning/qualification:

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**23.** Please outline the procedures used in your centre for monitoring the quality of teaching on programmes. Enclose your centre’s policy statements (if available).

**24.** How are participants’ comments/feedback gathered, reviewed and acted upon?

**25.** Please give details of your Enquiries & Appeals procedure or enclose your policy statements.

**26.** Please give details of your equal opportunities policy or enclose copies of equal opportunities policy statements.

**27.** Please give details on whether buildings used for assessment/programme delivery are accessible by all in accordance with the *Disability Discrimination Act* (DDA).

**Submission Declaration**

This application has been considered and approved by:

Head of Department, or equivalent:

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Signature:

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Date:

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MRS member:

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Signature:

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Date:

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## Administration

Please make a copy of this submission 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: 0207 566 1881  
Fax: 0207 490 0608  
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 centre's:

- current prospectus
- current or planned course programme
- a staff outline for each staff member involved in delivering the programme
- policy for monitoring participant recruitment and participant progress
- policies for monitoring the quality of teaching
- Enquiries & Appeals procedure
- Equal Opportunities Policy

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