

Diploma 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 Diploma Accredited Centre Application Form
Jan 2020
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Website: www.mrs.org.uk

Company Limited by guarantee. Registered in England No 518686. Registered office as above.

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)

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 Diploma 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:

7. Name of MRS member associated with the programme:

8. Role of MRS Member in the programme:

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:

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 Diploma in Market & Social Research Practice, as outlined in the syllabus document contained in *A Guide to Centre Accreditation*.

(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.

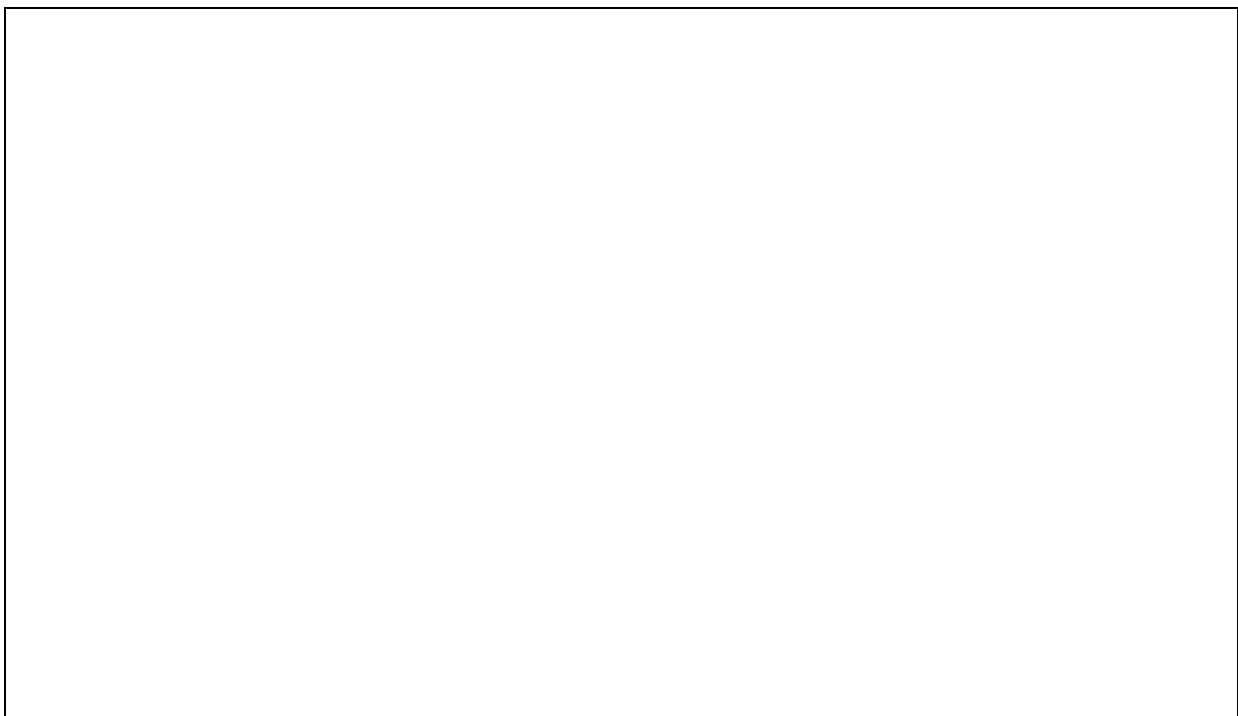
13. Please give details of teacher allocation within the course. Provide a brief description of the role(s) of each member of the tutor team.

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 of assessments for Units 2, 3 & 4 (i.e. units which are assessed by assignment)? In this section, include details of any systems of briefing and formative assessment (e.g. reviews of draft assignments)

(NB Details of requirements for this component of assessment can be found in the syllabus document).

17. What administrative systems are proposed in order to support the delivery of the assessments for Unit 1 & 5 (examination components 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:

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:

This application has been considered and approved by:

Head of Department, or equivalent:

Signature:

Date:

MRS member:

Signature:

Date:

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

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.