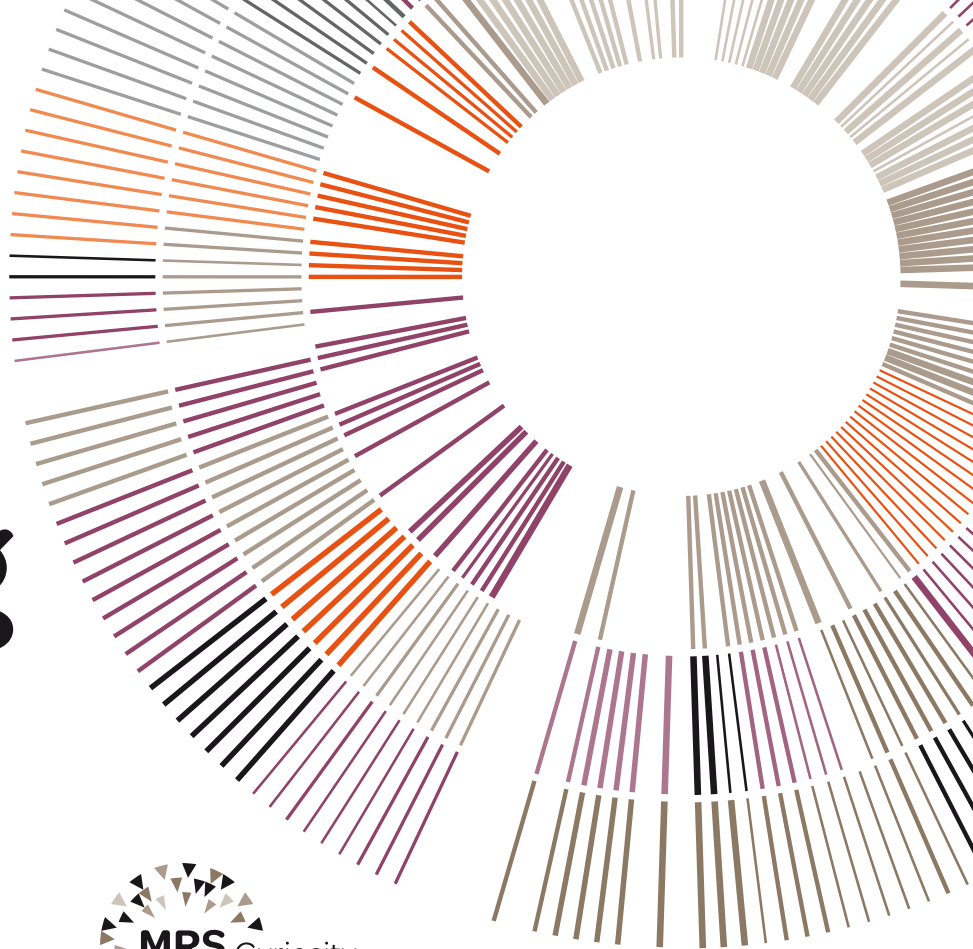


Do you have a curious mind?  
Definitive training for  
the research sector

# MRS Training 2016



Deepen your  
insight with  
professional  
training



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## MRS training 2016

Definitive training for the research sector

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Market and social research is the only profession which is founded on a fundamental need to know 'Why?' Curiosity is what drives the research mind.

Innovative, professional and enriching, MRS training courses upskill the clever and the curious to widen their skills portfolio and increase their contribution to research.

Over 2,000 professionals take part in MRS's professional development programme every year. MRS training covers key skills including analytics, insight, specialisms, qualitative and quantitative research as well as business skills such as coaching and presentation delivery.

Whether you are new to research, want to increase your technical knowledge or wish to move into a leadership role, MRS has the right training programme for you.





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## what we offer

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# The research training pathway

## Skills and tools



Research requires rigour, skill and insight. MRS training provides a route map through the range of skills and tools required to become a successful researcher, analyst and leader.

MRS training starts with the online Introduction to Market Research for those very new to research. If taken with the online exam this leads to the MRS Certificate in Market and Social Research. For practitioners in the first two to three years of their research career, the Advanced Certificate in Market and Social Research Practice

provides practical working knowledge on all the key disciplines within research. Once the fundamentals of research and insight have been established practitioners can select from the wide range of core disciplines as well as specialist skills required to progress in professional competence.



**Introduction to MRX**

### **MRS Certificate in Market and Social Research**

Comprising the online Introduction to Market Research course and online exam

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**Qualifications**

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

A full MRS qualification that can lead to the MRS Diploma

**Page 8**

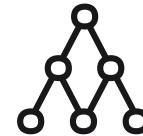


**MRX core skills**

### **Market and Social Research Skills**

- Qualitative
- Quantitative
- Insight
- Analytics

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**Specialist skills**

### **Tailored specialist and business skills**

- Specialisms
- Business skills
- Leadership

**Page 14**



For 70 years the Market Research Society (MRS) has been raising standards in the research sector. With 5,000 members and 500 accredited company partners, MRS is the world's largest professional body representing providers and users of research, business intelligence and analytics. MRS supports the sector with training and qualifications, professional membership, company accreditation, cutting-edge conferences and advice on best practice in research.

### MRS Membership

Membership of MRS puts you at the heart of a sector that informs and transforms society. Individuals at all levels of research and insight can join MRS as a member, those with the MRS Advanced Certificate qualification, 3+ years' experience and 1+ year's CPD qualify to become a Certified Member.

MRS membership ensures professional recognition for individuals passionate about high quality research, analytics and insight. With training, a quarterly magazine, the MRS Code of Conduct and cutting-edge events, MRS membership ensures you stay connected, informed and upskilled.

The MRS Code of Conduct contains ten best practice principles and 60 rules to ensure research is conducted with the highest levels of integrity, professionalism and excellence.

### Special membership offer

MRS membership also entitles you to significant savings on any MRS training programme – up to 30% off. With savings ranging from £155 to £280, your annual membership fee is covered when you sign up to a training course.

### Professional membership gives you access to:

- ▲ Professional recognition with post nominals
- ▲ IMPACT magazine
- ▲ Discounted events, conferences and training
- ▲ Online members' area
- ▲ MRS Professional Development Framework
- ▲ MRS Code of Conduct



**IMPACT magazine:**  
delivered four times a  
year with MRS membership

# New for 2016

## The latest training courses



The market and social research sector is always quick to embrace new techniques and business approaches. To reflect this, MRS regularly updates its training programme with the latest innovations in research, data and business best practice. New for 2016 are training courses on the latest business topics, leadership skills and sensory evaluation techniques.

### Business skills

#### **Infographics and Data Visualisation** 2 March

Design informative infographics in the context of research and marketing.

#### **Finding the Story in the Data: Identifying the Insight** 8 June

Focuses on what comes before the storytelling and to uncover the key messages.

#### **Tools and Techniques for Meaningful Sharing in Group Settings** 17 October

Master deep, compassionate listening skills within groups to generate meaningful insight.

### Leadership

#### **Winning the End-Game Masterclass** 17-18 March

Apply leading edges sales, marketing and communications skills to business proposals.

### Specialist

#### **Sensory Evaluation Techniques in Qualitative Research** 18 May

Understand how to use sensory preference drivers to evaluate consumer products.

Look out for this sign:

New for 2016



hello

If you need assistance in choosing your learning and development programme or simply want to find out more about MRS Training contact [training@mrs.org.uk](mailto:training@mrs.org.uk) or call +44 (0)20 7566 1872

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# Qualifications and training

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# Introduction to MRX

## Online training



MRS offers a range of flexible online training courses enabling individuals to learn at their own pace. These courses can be taken individually, or delivered as part of a bespoke or blended solution.

### Questionnaire Design

This online course provides a thorough review of the principles of effective questionnaire design (and how to avoid the numerous questionnaire pitfalls). This programme provides a hands-on approach to designing questionnaires while giving insight into best practice.

### Business skills

MRS delivers a wide range of online business skills training contextualised for the research sector. These essential courses can be studied in learners' own time and include:

- ▲ Advancing the Sale
- ▲ Coaching Skills
- ▲ Conversations with Clients
- ▲ Effective Communications
- ▲ Health and Safety
- ▲ Leadership Skills
- ▲ Managing from Within the Team
- ▲ Managing High Performing Teams
- ▲ Managing Relationships
- ▲ Managing Workload
- ▲ Market Analysis
- ▲ Negotiation Skills
- ▲ Networking Skills
- ▲ Problem Solving
- ▲ Professionalism and Ethics
- ▲ Project Management
- ▲ Social Media for Professionals
- ▲ Writing a Business Plan

### Introduction to Market Research

The online Introduction to Market Research provides a clear understanding of the role of market and social research in society and business, delivering knowledge of how to design and plan effective research projects.

The course covers the syllabus for the MRS Certificate in Market and Social Research, and entitles participants to take the one hour exam to qualify for the full Certificate.

Designed for those with little or no experience of market and social research, this is well suited to support staff, those commissioning or carrying out research for the first time as well as field workers and individuals looking to understand the research sector.

### MRS Certificate in Market and Social Research

Designed to give individuals a comprehensive grounding in the principles and practices of effective research, this online qualification answers the question 'what is research?' and develops knowledge for a research support or coordinator role.

To take the online qualification exam, candidates will usually first study the online Introduction to Market Research. Successful completion of the online exam leads to the fully-recognised MRS Certificate in Market and Social Research.

### Entry requirements:

no minimum entry requirements

**For more information on online training go to [www.mrs.org.uk/training/online\\_training](http://www.mrs.org.uk/training/online_training)**

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# Qualification

## MRS Advanced Certificate in Market and Social Research Practice

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The MRS Advanced Certificate in Market and Social Research Practice is the leading degree-level vocational qualification for the research sector. Developed by MRS and drawing on best practice across the profession, this qualification is for individuals in the first two years of their research career or those wanting to enter the profession.

### **MRS Advanced Certificate in Market and Social Research Practice**

There are three elements to this full MRS qualification.

#### **Qualification outline:**

##### **Element 1**

###### **The research context:**

Explores the role of commercial market and social research in effective decision making within business and public sector organisations.

##### **Element 2**

###### **Developing a research project:**

Details what is involved in primary and secondary research introducing qualitative and quantitative research.

##### **Element 3**

###### **Developing a research project:**

Designed to enable candidates to review research projects from the end user's perspective and to identify reporting priorities.

#### **Entry requirements:**

- ▲ One year or more experience in market or social research
- ▲ MRS Certificate Market and Social Research
- ▲ Satisfactory nomination by employer or course tutor
- ▲ 2 A levels (or equivalent)



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To find out more contact  
**MRS Qualifications:**  
[profdevelopment@mrs.org.uk](mailto:profdevelopment@mrs.org.uk)  
or call +44 (0)20 7566 1881

# Qualification

## MRS Diploma in Market and Social Research Practice



The MRS Diploma is the 'blue ribbon' qualification for research professionals. This advanced qualification is for individuals preparing to move into a senior role, with either a methodological or business focus. As a masters level, vocational qualification the Diploma provides individuals with the skills and knowledge to progress to a senior level.

### MRS Diploma in Market and Social Research Practice

There are five units to this full MRS qualification.

#### Qualification outline:

**Unit 1** The principles of market and social research

**Unit 2** The practice and context of market and social research

**Unit 3** Analysing and interpreting quantitative market and social research data

**Unit 4** Collecting and interpreting qualitative market and social research data

**Unit 5** Case studies in market and social research

#### Entry requirements:

- ▲ The MRS Advanced Certificate in Market and Social Research Practice
- ▲ A degree or equivalent professional qualification which contains a significant research component as well as two years' research work experience
- ▲ A minimum of three years' work experience in a research related role

#### Where can I study the Advanced Certificate or Diploma?

MRS accredits high quality centres to run programmes of learning towards both the Advanced Certificate and Diploma qualifications.



For a list of accredited centres visit:  
[www.mrs.org.uk/accredited\\_centres](http://www.mrs.org.uk/accredited_centres)  
or call +44 (0)20 7566 1805.

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# MRX core skills

## Market and social research skills

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At the heart of the MRS training portfolio is a range of essential market and social research skills. These form the toolkit for today's research and insight professionals. Ranging from introductory to advanced levels, MRS training is the market leader for latest thinking and best practice in research.

### Introduction to Market Research

Understand the research requirements to organising, analysing and presenting findings.

### Data Protection in Research – Getting it Right

Learn how data protection legislation affects research and how to embed this in practice.

### MRS Summer School

This popular three-day masterclass develops more advanced research skills and greater commercial awareness. Covering the analysis of research problems, making well-articulated choices for methodology plus the latest approaches to analysis, this popular masterclass gives research professionals a knowledge boost.

### Qualitative

Qualitative research skills, its role in contemporary research and application to insight is a fundamental tool in the researcher's toolkit. These courses cover the latest thinking and practice in qualitative practice.

### Introduction to Qualitative Research 26 April, 1 November

Understand the role, basic methods and skills of qualitative research.

### Essentials of Qualitative Research 8-10 March, 11-13 October

Gain a full understanding of the qualitative process from briefing to final presentation.

### Advanced Thinking in Qualitative Research Masterclass

24 June, 17 November

The latest techniques and advanced methodologies for qualitative research.

### Advanced Qualitative Practice May/June

Advanced techniques of psychology, facilitation and insight.

### Online Qualitative Techniques 11 May

Understand the full range of online research techniques.

### Qualitative Analysis 24 May, 29 November

The principles of effective analysis and interpretation of qualitative data.

### Sensory Evaluation Techniques in Qualitative Research

**New for 2016**

18 May

Understand how to use sensory preference drivers to evaluate consumer products.

### Research Communities

21 June

Covers 'structural collaboration' with consumers and how to involve them in decisions.



### Semiotics Made Practical

8 July

The background to semiotics, and how it can help brand communications.

### Advanced Semiotics Masterclass

19-20 May, 23-24 November

How to decode and reconfigure brand communications in their cultural context.

### Facilitation 2

10 June

Increase individual facilitation skills and challenge boundaries.

### Introduction to Moderating

26 February, 10 June, 30 September

Maximise potential as a moderator by building confidence and key skills.

### Moderating Masterclass

22 April, 18 November

Master and refine the range of techniques for moderating focus groups.

### Effective Depth Interviewing

5 July, 1 December

Develop the skills for effective interviewing in a range of qualitative situations.

## Quantitative

Quantitative research skills, its role in contemporary research and application to insight is a fundamental tool in the researcher's toolkit.

This training covers the latest thinking and practice in Quantitative research.

### Introduction to Quantitative Research

27 April, 2 November

Understand the role, basic methods and skills of quantitative research

### Essentials of Quantitative Research

19-21 April, 18-20 October

Gain a full understanding of the quantitative process from briefing to final presentation.

### Quantitative Analysis

25 May, 30 November

Apply the principles and techniques of effective interpretation of quantitative data.

### Advanced Thinking in Quantitative Research Masterclass

9 June, 18 November

The latest techniques and advanced methodologies for quantitative research.

### Questionnaire Design

9 February, 29 April, 4 July, 7 November

Understand and apply the principles of effective questionnaire design.

### Advanced Questionnaire Design

22 April, 28 September

Extract more insight from questionnaires using advanced techniques.

### Introduction to Statistics

18 April, 28 November

Understand the basic methods of statistics and sampling within a research context.

### Statistical Methods Masterclass

10-11 February, 6-7 July

Gain greater experience and confidence in using statistical techniques in research data.

### Conjoint Analysis Masterclass

22 March, 15 November

Manage, design and interpret conjoint analysis projects including DCM and MaxDiff scaling.

### Advanced Segmentation Masterclass

23 March, 16 November

Master simple cluster analyses as well as segmentation of people, brands and services.

### Survey Sampling and Related Techniques

5 October

Learn about statistical reliability, sample sizes, significance testing and survey weighting.

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# MRX core skills

## Insight

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Insight training provides a practical pathway for research professionals working in an insight role. With private and public sector organisations increasingly designing and conducting their own research, this part of the MRS training portfolio is designed for client-wide organisations.

### Econometric Modelling and ROI

23 February, 6 October

Understand econometric modelling and how to calculate the ROI of marketing activities.

### Infographics and Data Visualisation

2 March

Design informative infographics in the context of research projects and marketing.

### Unlock the Story - Commercial Storytelling for Researchers

14/24 March, 17/26 May, 3/10 November

Apply a commercial approach and communication skills to improve consulting skills.

### Finding the Story in the Data - Identifying the Insight

**New for 2016**

8 June

Covers what comes before the storytelling and how to uncover the vital key messages.

### Putting Insight at the Heart of Your Business

12 April

Enables insight professionals to analyse their business and the forces impacting them.

### Customer Experience - Assessment and Improvement

14 April, 4 October

Learn the value of optimising the customer experience through assessment.

### Online Panels and Communities

15 April, 2 December

Understand the full range of online survey techniques.

### Research Communities

21 June

Reveals 'structural collaboration' with consumers and how to involve them in decisions.

### Sensory Evaluation Techniques in Qualitative Research

**New for 2016**

18 May

Use sensory preference drivers to evaluate consumer products.

### Consumer Psychology

13 April, 7 October

The latest thinking in consumer psychology, neuroscience and behavioural economics.

### Semiotics Made Practical

8 July

The background to semiotics, the theory and how it can help brand communications.

### Advanced Semiotics Masterclass

19-20 May, 23-24 November

How to configure brand communications in their cultural context

### Insight-driven Innovation

13 September

Practical course giving insight professionals the skills to deliver innovation projects.

### Enhancing the Value of Client-side Research

22 September

Understand how to improve the effectiveness of research within organisations.

### Effective Advertising Evaluation

27 September

Understand the different methodologies for assessing advertising effectiveness.

# MRX core skills

## Data analytics

All one day  
courses deliver  
**6**  
hours of  
CPD



As effective data analysis becomes an increasing imperative for business, MRS provides the latest techniques for professionals specialising in data analytics and the marketing sciences.

### Infographics and Data Visualisation

**New for 2016**

2 March

Design informative infographics in the context of research and marketing.

### Customer Experience - Assessment and Improvement

14 April, 4 October  
Learn the value of optimising the customer experience through assessment.

### Survey Sampling and Related Techniques

5 October  
Learn about statistical reliability, sample sizes, significance testing and survey weighting.

### Questionnaire Design

9 February, 29 April, 4 July,  
7 November

Understand and apply the principles of effective questionnaire design.

### Advanced Questionnaire Design

22 April, 28 September

Extract more insight from questionnaires using advanced techniques.

### Econometric Modelling and ROI

23 February, 6 October

Understand econometric modelling and how to calculate the ROI of marketing activities.

### Introduction to Statistics

18 April, 28 November

Master the basics of statistics and sampling and applying these to research.

### Statistical Methods Masterclass

10-11 February, 6-7 July

Gain greater experience and confidence in using statistical techniques in research data.

### Conjoint Analysis Masterclass

22 March, 15 November

Design and manage conjoint analysis projects including DCM and MaxDiff scaling.

### Advanced Segmentation Masterclass

23 March, 16 November

Master simple cluster analyses as well as segmentation of people, brands and services.

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# Specialist skills

## Specialisms

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The MRS specialist courses cover exciting new practice areas from semiotics to psychology to social media. Practitioners comfortable with the traditional research methods will find these programmes offer a different perspective enabling a greater level of insight and impact.

### Finding the Story in the Data - Identifying the Insight

**New for 2016**

8 June

Covers what comes before the storytelling and how to uncover the vital key messages.

### Consumer Psychology

13 April, 7 October

The latest thinking in consumer psychology, neuroscience and behavioural economics.

### Neuroeconomics

12 May, 25 November

Gain insight into the growing interdisciplinary field of neuroeconomics.

### Customer Experience – Assessment and Improvement

14 April, 4 October

Learn the value of optimising the customer experience through assessment.

### Econometric Modelling and ROI

23 Feb, 6 October

Understand econometric modelling and how to calculate the ROI of marketing activities.

### Effective Advertising Evaluation

27 September

Understand the different methodologies for assessing advertising effectiveness.

### Introduction to Gamification

24 February

How gamification can work to electrify surveys and boost response rates.

### Games for Research Playshop

1 July

Delve deeper into the use of games in real-life research studies.

### Focusgroup+

15 June

A new participatory methodology for product or service re-designs.

### Online Panels and Communities

15 April, 2 December

How best to develop relationships and run online panels with your customers.

### Research Communities

21 June

Covers 'structural collaboration' with consumers and how to involve them in decisions.

### Sensory Evaluation Techniques in Qualitative Research

**New for 2016**

18 May

Understand how to use sensory preference drivers to evaluate consumer products.

### Semiotics Made Practical

8 July

The background to semiotics, the theory and how it can help brand communications.



All one day  
courses deliver  
**6**  
hours of  
CPD



### Advanced Semiotics Masterclass

19-20 May, 23-24 November

How to decode and reconfigure brand communications in their cultural context.

### Social Media in Market Research

12 February, 9 November

Learn how social media is changing the face of research.

### Design Thinking

16 June

Be inspired in this creative course to discover the design thinking mind-set.

### Thinking Creatively in Research

27 May

Develop your creative competence and learn to think in new ways.

### Insight-driven Innovation

13 September

Practical course giving insight professionals the skills to deliver innovation projects.



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# Specialist skills

## Business skills

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MRS business skills enable research professionals to master the essential tools of building and maintaining business, as well as understanding the key commercial drivers that make organisations successful.

### Nailing the Business Issues

4 March, 21 September

Understand and clarify the context and pressures that impact businesses.

### Finding the Story in the Data- Identifying the Insight

**New for 2016**

8 June

Focuses on what comes before the storytelling and to uncover the vital key messages.

### Unlock the Story – Commercial Storytelling for Researchers

14/24 March, 17/26 May, 3/10 November

Apply a commercial approach and communication skills to improve consulting skills.

### Tools and Techniques for Meaningful Sharing in Group Settings

**New for 2016**

17 October

Master deep, compassionate listening skills within groups to generate meaningful insight.

### Writing to Achieve Results

28 April

Identify how you can adapt your writing style to meet the needs of diverse audiences.

### Creative Writing for Researchers

4 November

Interactive workshop on creative writing and storytelling for better reports.

### Presentation Delivery Skills

26 February, 13 June, 22 November

Increase skills and confidence in delivering client presentations.

### Crafting and Designing Presentations

16 March, 14 September

Create a client presentations that convey the facts of the story perfectly.

### Winning Proposals and Pitches

22 June, 6 December

Interactive hands-on workshop on how to deliver the perfectly pitched proposal.

### Influence and Impact

14 June

Evaluate personal impact to increase influence and business effectiveness.

### Generating Business Through LinkedIn

29 September

Using LinkedIn in a strategic, systematic way to generate new business.

### Infographics and Data Visualisation

**New for 2016**

2 March

Design informative infographics in the context of research and marketing.

### Facilitation Skills

30 September

Interactive workshop looking at facilitation skills theory as well as practice.

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All one day  
courses deliver  
**6**  
hours of  
CPD



### How to Win New Clients

21 March, 21 November

Unique sales training programme to win new business for researchers.

### Building Client Relationships

21 October

Use effective techniques for building client relationships and great communications.

### Advanced Client Relationship Management

13 May

Gives the commercial skills to retain and manage business relationships effectively.



# Specialist skills

## Leadership

All one day  
courses deliver  
**6**  
hours of  
CPD



With clients expecting more insight and value add, leadership skills are increasingly vital within research. MRS's leadership courses are contextualised for the social and market research sector while delivering the latest leadership thinking and best practice.

### One Day MBA

17 June, 8 November

Valuable insight into the key organisational success drivers.

### Coaching Skills for Researchers

1 March

Simple coaching models to hold constructive conversations with colleagues and clients.

### Essential People Management Skills

10 May

Designed for first time managers to understand management best practice.

### One Day Masters in Practical

#### Strategic Thinking

23 June

How to implement new ideas to successfully influence your business.

### Leadership Skills

14 November

Enables researchers to better lead engaged, focused and high performing teams.

### Winning the End Game Masterclass

**New for 2016**

17-18 March

Apply leading sales, marketing and communications skills to winning business proposals.

## Bespoke company training



MRS delivers in-company training to a wide range of organisations from large research agencies to client-side insight teams in both the private and public sector. MRS can tailor bespoke packages or deliver a combination of its research and business training direct at client premises.

**For a consultation contact Robin Nash, Training and Development Manager +44(0)20 7566 1872**

## MRS Webinars



MRS offers a range of live and pre-recorded webinars, providing a cost-effective way for participants to learn at their own pace. These are ideally suited for organisations looking to upskill remote or overseas insight teams.

**MRS also offers a programme of live webinars every Spring and Autumn.**

**To see the latest webinars go to [www.mrs.org.uk/training/webinars](http://www.mrs.org.uk/training/webinars)**

- ▲ International Research
- ▲ Introduction to Sensory Evaluation
- ▲ Researching Children
- ▲ Introduction to B2B Market Research
- ▲ Commissioning Qual for Client Insight Teams
- ▲ Establishing Thought-Leadership in Market Research (Pre-recorded)
- ▲ Female Entrepreneurship in Market Research (Pre-recorded)
- ▲ Introduction to Game-based Research Methods (Pre-recorded)
- ▲ Better Survey Design for Higher ROI (Pre-recorded)



# MRS Training Suite



We have a modern and fully-equipped training suite at the MRS office in London's Clerkenwell. We are a short walk from both Barbican and Farringdon underground stations and are surrounded by excellent hotels, restaurants and bars.

- ▲ Learn in a comfortable and air-conditioned environment.
- ▲ Network and interact with other delegates
- ▲ Face to face benefits of working with course leader
- ▲ Escape distraction with concentrated training
- ▲ Stay connected with Wi-Fi access
- ▲ Enjoy refreshments throughout the day
- ▲ Learn more about other MRS activities
- ▲ Courses run regularly throughout year
- ▲ Experienced research and professional development professionals deliver training



[www.mrs.org.uk](http://www.mrs.org.uk)

**MRS Training 2016**

To find out more or to discuss training packages contact  
[training@mrs.org.uk](mailto:training@mrs.org.uk)  
or call +44 (0)20 7566 1872

**The Market Research Society**

The Old Trading House  
15 Northburgh Street  
London EC1V 0JR

Registered in England No 518685



**MRS Training 2016**  
Upskilling curious  
and insightful minds



70 years of helping people talk to power