



MRS Qualifications

Becoming an MRS Accredited Centre

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 Qualifications – Becoming an MRS Accredited Centre
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Benefits of MRS Accreditation

- Global recognition by the research sector
- Use of MRS Accredited Centre Logo
- Assists in re-structuring and benchmarking of training programmes
- Improves employee/student recruitment and retention
- Demonstrates professional development commitment to clients/employees/students
- Enhanced progression routes for employees/students through MRS qualifications and Professional Development
- The opportunity to contribute to promoting research as a career and a profession
- Involvement in consultations regarding the future scope and structure of MRS Qualifications
- Access to the exclusive 'Accredited Centre' section on the MRS Website
- Training for tutors/assessors associated with the programme
- Invitation to attend Centre Network Events

Becoming Accredited

To be accredited by MRS, prospective centres are required to successfully demonstrate that their programme of learning, either an existing programme or one requiring development:

- maps against the syllabi via a combination of a taught programme and directed learning (e.g. via required reading).
- provides adequate direction for candidates in order to help them complete the required components of assessment.
- provides appropriate facilities for the delivery of assessment, and able to guarantee the security of the assessment process.
- have at least one MRS Member at Associate level (or above) associated with the programme.



MRS Qualifications

Each year over 500 people from over 40 countries demonstrate their commitment to development by studying for an MRS qualification.

Whatever the level of experience, whatever the practice area, qualifications offer a real career advantage. MRS qualifications have been designed to champion and promote standards.

MRS accredits programmes of learning towards the following of its qualifications:

- *MRS Diploma in Market & Social Research Practice*
- *MRS Advanced Certificate in Market & Social Research Practice*
- *MRS Certificate in Market Research*

MRS also offers accreditation of masters programmes, providing professional recognition of the work carried out by those studying on a relevant degree course. On successful completion of the accredited masters programmes and with three years' relevant research experience students meet the qualification requirement for MRS Certified Membership.

- *MRS Accredited Masters Programme*

How to become accredited

A Guide to Centre Accreditation and *Accredited Centre Application Forms* are available to download from the *Become an MRS Accredited Centre* in the Qualifications section of the MRS Website.

If you require further information or guidance please contact:

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