



Achievement matters

Enhance your credibility with
professional qualifications



About MRS

The world's leading authority on research and business intelligence.

MRS is for all those who need, use, generate or interpret the evidence essential to making good decisions for commercial and public policy. The quality standards, suitability and sustainability of evidence is important because evidence matters to decision makers. MRS is dedicated to the support, promotion and enrichment of the research and business world.

With members in more than 60 countries, MRS is the world's leading research association serving all those with professional equity in provision or use of market, social and opinion research, and in business intelligence, market analysis, customer insight and consultancy. For nearly 40 years MRS has been delivering high quality professional development programmes supporting generations of research and insight professionals.

Join us

Join the largest community of research and insight professionals. MRS is as vibrant and diverse as the sector it serves. Our membership is made up of researchers, planners, analysts, creatives, marketers, directors and consultants. As MRS members they are united in abiding by the highest standards and creating the most effective work.

Whatever your level of experience, sector or discipline, MRS membership guarantees you a respected profile among colleagues, clients and employers. You will find MRS members throughout the research and business world. They are committed to creating powerful evidence-based research work that generates progress in commerce and society.

Candidates studying for an MRS qualification are entitled to a substantial discount for their first year of MRS membership.

To find out how you will benefit visit www.mrs.org.uk/join

Or talk to the Membership Team on +44(0)20 7566 1820 or email membership@mrs.org.uk



Check out our qualifications...

MRS Professional Qualifications

MRS is the world's leading provider of qualifications in the research sector.

Each year over 500 people from over 40 countries demonstrate their commitment to developing their research knowledge and skills by studying for an MRS qualification.

Whatever your level of experience, whatever your practice area, qualifications offer you real career advantage. Our qualifications have been designed to champion and promote standards.

In a research world hungry for excellence and expertise, MRS qualifications represent the highest level of achievement.

In this prospectus you'll find out about a range of qualifications and how they can take your career forward. Our leading sector qualifications range from the MRS Certificate to the MRS Diploma in Market and Social Research Practice.

Need some advice?

The MRS Qualifications team will be able to advise you on the best qualification for your specific needs. If you're wondering about what's involved in the syllabus, want to know where you can study or are simply looking for advice on what the qualification covers, call us on +44(0)20 7566 1805 or email qualifications@mrs.org.uk

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MRS Professional Development Framework

Mapping yourself to become a skilled and competent research and insight professional.

Navigating the professional development landscape within the research sector can be challenging, from identifying your basic research skills, to expertise that will enable you to become a future business leader, informing strategic decisions that impact commerce and society.

The MRS professional development framework captures the knowledge and skills required to be a successful and effective research and insight professional from the beginning of careers through to senior leader status, across every aspect and specialism of the profession. Setting out the key functions and associated principal activities undertaken, from core research practice to business leadership, it has been designed to be relevant and applicable to research and insight professionals in all sectors, industries and in organisations of all shapes and sizes.

Visit www.mrs.org.uk/development_framework to navigate the framework and further explore what MRS offers across membership, qualifications, training, conferences, events and intelligence sources, enabling you to advance your knowledge, skills and expertise.



Why take an MRS Professional Qualification?

In a research world hungry for excellence and expertise, MRS Qualifications represent the highest level of achievement.



The Reasons Why

- As the world's leading authority on research and business intelligence we are globally recognised as the leading provider of vocational research qualifications, with candidates registering from more than 40 countries worldwide.
- Developed in consultation with employers and key stakeholders within the research profession ensuring MRS qualifications equip candidates with the knowledge and skills required for any research or insight role.
- Delivered by professionals for professionals – MRS qualifications are relevant and current, essential in a fast-paced sector.
- MRS Qualifications are recognised and embedded into the training programmes of some of the top research suppliers, with the MRS Advanced Certificate in Market & Social Research Practice being widely recognised as the entry level qualification for the research sector.
- MRS Qualifications develop your research skills and knowledge. Gaining an MRS Qualification can strengthen your professional credibility and help you tackle new challenges. They can accelerate your career development and are recognised in the MRS CPD programme.

This qualification is for anyone requiring a comprehensive grounding in the basic principles and practices of effective market and social research.

Whether you are in a role that involves research or not, it answers the question 'what is research' and aims to develop the knowledge required for those who work to support others in a research role.

MRS Certificate in Market and Social Research

“ Not having time to take an academic qualification, the online course was ideal, I could dip in and out when I could. The structure was very user friendly. The course gave me a good understanding of research processes and allowed me to make a valuable contribution to several projects, and consequently secure a permanent position in the Research team.

Lena Clinckemaillie
Ofqual

What's involved?

There are 3 elements within the syllabus:

Element 1 – Introduction to market and social research:

To develop an understanding of the basics of market and social research, including learning about research objectives, research design and research methodologies.

Element 2 – Designing a research project – the tools of market and social research:

To develop an understanding of various tools of market research, including learning about qualitative and quantitative research, sampling, interviewing and questionnaire design.

Element 3 – Completing a research project:

To develop an understanding of the completion of the market and social research process, including learning how to turn data into findings and how to report and communicate findings.

Where can I study?

MRS has developed an online distance learning programme, delivered via an easy-to-use, interactive website, easily accessible to learners worldwide.

Employers can offer access to this online training and Qualification for groups of employees via an agreement with MRS and benefit from generous discounts.

For more details contact the training department, training@mrs.org.uk, or telephone +44 (0)20 7566 1872.

How will I be assessed?

1 hour online examination, containing 40 multiple-choice questions.

Do I qualify?

There are no minimum entry requirements for the MRS Certificate in Market and Social Research.



“ Studying for the MRS Advanced Certificate whilst in my first job in research was the perfect way of consolidating everything I had learned through on-the-job training. The Advanced Certificate syllabus enhanced this learning and filled in the gaps. Gaining the Advanced Certificate has given me greater confidence in myself and in my research knowledge and role.

Laura Rees
MMR Research Worldwide Ltd

MRS Advanced Certificate in Market and Social Research Practice

This qualification is for anyone requiring a practical grounding in the principles and techniques which underpin effective research.

The MRS Advanced Certificate is the leading degree level vocational qualification for the research sector. Developed by MRS and drawing on best practice across the profession, the qualification is designed for those who are within the first two years of their research career or for those who wish to enter the research profession.

What's involved?

There are 3 elements within the syllabus:

Element 1 – The research context:

Exploring the role of commercial market and social research in effective decision making within business and public sector organisations and seeks to ensure that candidates gain a clear understanding of the key ethical and legal underpinnings of effective research.

The aim of this element is for candidates to be able to:

- identify information needs for developing a research brief
- understand the structure of the research profession and the roles within it
- understand the concept of research design and the range of research designs available and the information gathered in research, in particular on attitudes and behaviour

Element 2 – Developing a research project:

Designed to help candidates understand what is involved in primary and secondary research, providing guidance on the use of secondary research and the selection of secondary sources of data. It introduces key approaches to qualitative and quantitative research and the range of techniques for gathering qualitative and quantitative data.

The aim of this element is for candidates to be able to:

- select and/or evaluate the appropriateness of techniques for given research contexts, and to plan for the collection of both qualitative and quantitative data
- understand and apply the key principles in sampling, within both quantitative and qualitative research
- develop appropriate sampling plans for given research problems
- understand the principles and process of designing data collection tools for quantitative and qualitative research, within a given research context, and prepare appropriate data collection tools
- develop a research proposal in response a research brief

Element 3 – Developing a research project:

Looking at the approaches and techniques for the analysis of secondary and primary data (qualitative and quantitative). Designed to encourage candidates to review research projects from the end user's perspective, and to identify reporting priorities accordingly.

The aim of this element is for candidates to be able to:

- make clear links between research objectives and data analysis choices
- select and/or evaluate approaches and techniques for the analysis of data in given research contexts
- make clear links between the original business problem, research objectives and findings
- select and/or evaluate approaches to the reporting and/or presentation of research findings so that those findings can be made actionable

Where can I study?

MRS accredits centres to run programmes of learning towards this qualification, via various modes of study – distance learning, face to face, employer accredited and as part of university degree courses.

For a list of accredited centres please visit www.mrs.org.uk/accredited_centres or telephone +44 (0)20 7566 1805.

How will I be assessed?

2 ½ hour written examination and a coursework assignment.

Do I qualify?

Candidates are required to have one or more of the following criteria:

- One year or more of relevant experience in market or social research
- MRS Certificate in Market & Social Research
- Satisfactory nomination by employer
- Satisfactory nomination by course tutor, in cases where the Advanced Certificate is being taken alongside an undergraduate or masters degree
- 2 A Levels (or equivalent)



What's involved?

There are 5 units of assessment

Unit 1 – The principles of market and social research

Designed to enable candidates to develop the knowledge and skills required to plan, undertake and present results from market and social research, and to understand and use other information sources within this process.

Unit 2 – The practice & context of market and social research

Designed to ensure that candidates develop an understanding of the theoretical and scientific principles which underpin market and social research, and how these impact on research in practice. Central to this unit is the concept of 'fitness for purpose'. Therefore, the unit also focuses on the practical limitations of the application of theory in the real world.

Unit 3 – Analysing and interpreting quantitative market & social research data

Provides candidates with both the detailed knowledge and the skills to interpret and report on quantitative market and social research data. It therefore builds on the exploration of quantitative data gathering techniques in Unit 1, and the deeper consideration of attitudes, behaviours and measurement in Unit 2.

Unit 4 – Collecting, analysing and interpreting qualitative market & social research data

Provides candidates with both the detailed knowledge and the skills to interpret and report on qualitative market and social research data. It therefore builds on the exploration of qualitative data gathering techniques in Unit 1, and the deeper consideration of attitudes, behaviours and measurement in Unit 2.

Unit 5 – Case Studies in Market & Social Research

Designed to enable candidates to develop a holistic approach to problem solving using research-based intelligence. It encompasses the research process, from research brief through to the research proposal focusing on the management of the research process and analysis of the choices and decisions. It builds on the understanding of approaches and techniques covered in Units 1, 3 and 4 and develops further the criticality which is central to Unit 2.

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How will I be assessed?

The MRS Diploma comprises 5 units, each of which is individually assessed. In order to be awarded the qualification, all candidates must complete successfully:

- units 1,2 & 5
- either unit 3 or unit 4

Units 1 and 5 are written examinations and units 2, 3 and 4 are assignments.

Do I qualify?

Candidates are required to meet one or more of the following criteria:

- successful completion of the MRS Advanced Certificate and a minimum of one year's experience in a research-related role
- a degree or appropriate professional qualification which contained a significant research component and a minimum of two year's work experience in a research-related role
- a minimum of three year's work experience in a research-related and evidence of training within that role

What MRS membership grade will I be?

Holders of the MRS Diploma are eligible to apply for MRS Certified Membership.



ETHICS
ECONOMICS
ETHNOGRAPHY
STATISTICS
ETHNOGRAPHY
STATISTICS
SCIENCE
QUANTITATIVE
SCIENCE

“ Providing access to MRS qualifications has brought us significant benefits. Knowing that there are assignments and exams galvanizes participants and encourages them to focus on their professional development. But the benefits don't stop there. Because they are learning about areas beyond their current roles, completing MRS qualifications really builds people's capabilities for dealing with new challenges and opportunities.

GfK NOP

Demonstrate that your training meets the rigorous standards for provision and delivery of courses leading to MRS qualifications.

There are many MRS Accredited Centres both in the UK and Overseas. Our centres demonstrate that they meet rigorous standards in their administration, provision and delivery of courses leading to MRS qualifications.

MRS Accreditation

MRS Accredited Centres who offer the Advanced Certificate and Diploma are:

- Leading global research organisations – Smaller niche research suppliers
- Universities
- Colleges
- Independent Training Providers

A list of MRS Accredited Centres can be found at www.mrs.org.uk/accredited_centres

Benefits of gaining MRS Accreditation

- Global recognition by the research sector
- Global benchmarking of international employees
- Use of MRS Accredited Centre Logo
- Assists in the re-structuring and benchmarking of training programmes
- Improves employee/student recruitment and retention
- Demonstrates professional development commitment to clients/employees/students
- 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 Strategy
- 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

How to become accredited

Prospective centres are required to supply evidence that a programme of learning, either an existing programme or one in the process of development:

- maps against the syllabus
- provides adequate direction for candidates in order to enable completion of the qualification
- provides appropriate facilities
- has an MRS Member

How to apply

Visit www.mrs.org.uk/becoming_accredited, or telephone +44 (0)20 7566 1881, or email qualifications@mrs.org.uk

MRS Accredited Masters Programmes

Masters programmes delivered by universities that include a high level of research content can be accredited by MRS.

MRS accreditation of a masters programme provides professional recognition of the programme of learning for relevant masters courses. MRS Certified Membership is available for candidates that have successfully completed an accredited masters course and have three years relevant research experience.



www.mrs.org.uk

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