

16 new courses | 17 analytics courses

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# MRS Training for research, insight and analytics teams

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2019 edition





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# Enhance your talent

2019 marks something of a new dawn for MRS Training. We continue to change and grow with the sector and our new training centre epitomises this. We've created a modern, comfortable environment for learning. A lighter, airier, adaptable space, with state-of-the-art audio visual equipment, great hospitality amenities and fantastic coffee! It's the perfect setting to stimulate the sharing of knowledge, ideas and inspiration.

Another area of change is data analytics. We've introduced new courses to support the ever increasing fusion of research and data science. New topics includes AI, data analytics and consumer insight, machine learning and predictive analysis. Keep an eye out for some big announcements from MRS this year as we look to bridge the skills gap between analytics and insight.

One thing that hasn't changed is our support for growing talent. We're committed to creating the researchers of the future, starting with the fundamentals they need to master, develop and thrive. Our core courses and qualifications are well-established but have acclimatised to new thinking and methodologies. You can trust in them to deliver the key principles, practices and processes of contemporary research, insight and analytics.



**Robin Nash,**  
MRS Training Manager  
E: robin.nash@mrs.org.uk  
T: +44(0)20 7566 1872



"We want data sleuths, who are also strong leaders and influencers, and can use insights to drive commercial action. MRS training, with its range and quality of courses, is integral to this."

**Sanchia Templar**  
Chief Of Staff  
BT  
MRS Accredited  
Company Partner



'Complete, entertaining and taught by excellent professionals.'

**Lucia Gonzalez de Cueto**  
Brand & Innovation Consultant  
Cueto Consulting

# New for 2019

Our training programme grows every year and 2019 is no different. We've introduced 16 new courses to what was already the largest number of training courses in the sector. Many of these are in direct response to industry sector and member feedback. We strive to provide the latest skills and intelligence to keep you and your team at the top of your game.

## Narrative by Numbers

24 April

Simple and effective rules of data-driven storytelling that help tell more compelling, evidence-based stories.

## Understanding and Managing Client Expectations

25 April

Helping research providers understand the process that clients go through from the initial research question to after research has been delivered.

## AI in Business and Research

26 April

An introduction to the concepts and trends and how AI impacts on business and research to generate valuable insight.

## Advanced Statistical Techniques

29 April, 1 October

A wide range of advanced techniques giving you the information needed to match business and research problems to research methods.

## Machine Learning - Impact on Research

3 May

Understand the concepts and trends in machine learning and how to develop computer programs that can learn from data.

## Business Partnering in Client Businesses

24 May

Helping client-side teams focus on the skills to operate as a business partner rather than simply as an insight specialist.

## Finance for Non-Financial Managers

3 June

Deliver value to stakeholders by understanding the financial implications of daily decision making and fundamental business finance concepts.



“Really informative and practical, it's stuff you can take and use in your daily work.”

Chris Moffitt  
Senior User  
Research Programme Lead, HMRC



## Contact our training team

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### Paths to Insight

**4 June**

Insight is a buzzword but what does it mean? Distinguish insight and its properties and bring your own insight process to the surface.

### Discourse Analysis Masterclass

**6 June**

Change the way you look at verbal behaviour – uncover the language of consumers and brands, get insights that give a new view of society and culture.

### Good Groups

**11 June**

Get to the heart of working with a group, learning what participants value and how to marry it with client needs.

### Qualitative Tools and Techniques

**17 June**

Theory and practical support for qualitative skills and advanced techniques including semiotics, ethnography, neurolinguistics and psychographic approaches.

### The STEP Prism of Insight

**21 June**

Looking at a model charting the four steps we need to pass through to develop genuinely insightful ideas.

### Predictive Analysis

**24 June**

Discover the statistical techniques that analyse current and historical facts to make predictions about future or otherwise unknown events.

### Big Data and Consumer Insight

**1 July**

Explore how data sets that are too large or complex for traditional data-processing application software can be mined to provide deep insight.

### Psychology in Qualitative Research

**16 September**

Uncover ways to gain greater access to the inner world of participants and how to use it to inform understanding.

### Going Beyond Excel

**4 October**

Techniques that can't easily be carried out in the standard spreadsheet packages; how they work and can enhance your data.

# Progression Pathway

MRS supports practitioners at all stages of their development. We have mapped out the major stages in a research and insight career identifying the key training, qualifications, networks and membership you and your team can benefit from with MRS.



## New executives

Under 30 or starting out in a research career

### Role type

- ▲ Research Executive
- ▲ Business Student
- ▲ Undergraduate
- ▲ Postgraduate
- ▲ Researcher
- ▲ Junior Researcher
- ▲ Qualitative/Quantitative Researcher
- ▲ Field Workers

## Growing talent

Working at a senior executive to manager level

### Job type

- ▲ Senior Research Executive
- ▲ Research Officer
- ▲ Research Manager
- ▲ Planner
- ▲ Project Manager
- ▲ Academic
- ▲ Statistician
- ▲ Strategist
- ▲ Analyst

## Established talent

A senior manager responsible for commercial targets

### Job type

- ▲ Head of Research
- ▲ Business Development / Marketing Manager
- ▲ Senior Strategist
- ▲ Senior Analyst

## Sector Leaders

A leader and expert in research, insight or analytics

### Job type

- ▲ Consultant
- ▲ Director
- ▲ Managing Director
- ▲ CEO

### Essential training

- ▲ One Day MBA p19
- ▲ Influence and Impact p19
- ▲ Bespoke Company training p20

### Essential qualification

- ▲ MRS Accredited Masters Degree p23

### “Fascinating, informative and eye-opening!”

Holly Coe  
Head of Consumer Research UK & Europe  
Mintel International Group  
MRS Accredited Company Partner

### MRS Membership Fellow (FMRS)



🔍 MRS Membership Grades **Search**

### Essential training

- ▲ Advanced Consulting Skills Masterclass p17
- ▲ Coaching and Communication Skills for Senior Researchers p19
- ▲ Leadership Skills p19

### Essential qualification

- ▲ MRS Diploma in Market and Social Research Practice p23

### “Great, practical training that lets you learn the theory and then put it into practice.”

Holly Moreland  
Marketing Manager  
Forza Industries

### MRS Membership Certified (CMRS)



🔍 MRS Membership Grades **Search**

### Essential training

- ▲ Facilitating Action from Insight p14
- ▲ Commercial Storytelling for Researchers p18
- ▲ Essential People Management Skills p18

### Essential qualification

- ▲ MRS Advanced Certificate in Market and Social Research Practice p22
- ▲ MRS Diploma in Market and Social Research Practice p23

### “Comprehensive, engaging and interactive. A good starting point for any researcher.”

Imogen Daynes  
Channel Insight Manager  
Tesco  
MRS Accredited Company Partner

### MRS Membership Member (MMRS)

Access (Exclusive to Accredited Company Partners)

**Access** ↗

🔍 MRS Membership Grades **Search**

### Essential training

- ▲ Introduction to Qualitative Research p10
- ▲ Introduction to Quantitative Research p12
- ▲ Summer School p21
- ▲ Introduction to Market Research p22

### Essential qualification

- ▲ MRS Certificate in Market and Social Research p22
- ▲ MRS Advanced Certificate in Market and Social Research Practice p22

### “Great presenters, useful frameworks and a good networking opportunity.”

Petra Klawitter  
Research Associate  
Multiply

### MRS Membership

&more young researchers network



🔍 &more **Search**

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# Data analytics

Just as data analytics tools are evolving at a swift pace, so too are the skills needed to drive them. To integrate the insight and analytics disciplines and enhance the evidence-based business, we have designed courses to support the essential capabilities and skill sets that analytics specialists now need.

## Questionnaire Design

**18 February, 14 May, 5 July, 14 October, 4 December**

Understand and apply the principles of effective questionnaire design.

## Infographics and Insight Visualisation

**20 February, 3 July, 30 October**

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

## Statistical Methods Masterclass

**(2 day)**

**5-6 March, 9-10 Jul**

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

## Using R in Data Analysis

**8 March, 13 June, 29 November**

Discover how to use R, make data analysis more efficient and how to use it in day-to-day working.

## Advanced Questionnaire Design

**13 March, 5 June, 4 November**

Extract more insight from questionnaires using advanced techniques.

## Data Science - A Practical Approach

**25 March, 25 November**

An overview of the tools that analysts and data scientists use to tackle increasingly sophisticated questions.

 New for 2019

## AI in Business and Research

**26 April**

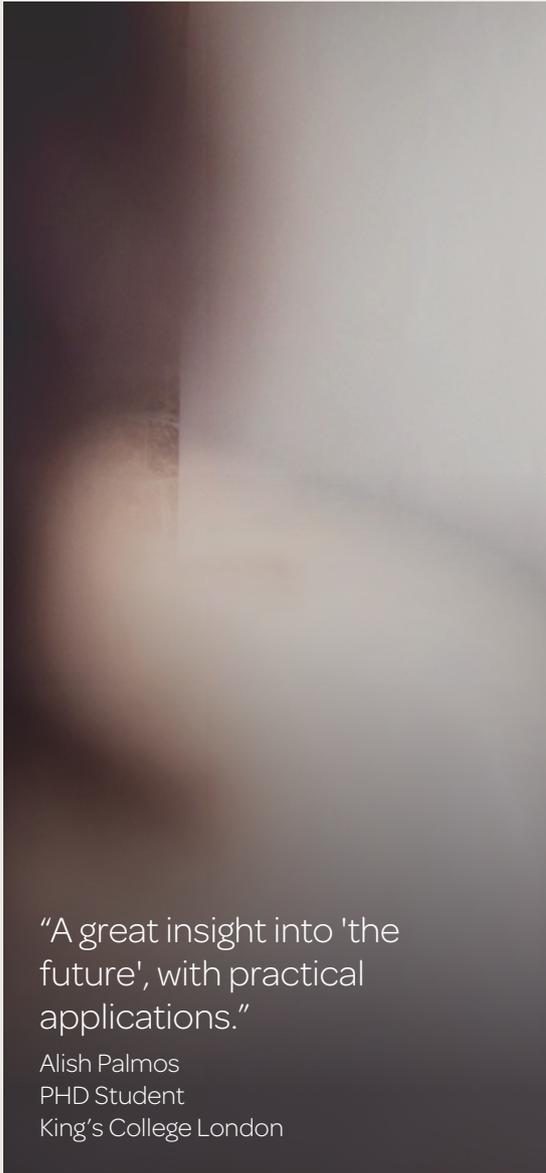
An introduction to the concepts and trends, and how AI impacts on business and research to generate valuable insight.

 New for 2019

## Advanced Statistical Techniques

**29 April, 1 October**

A wide range of advanced techniques giving you the information needed to match business and research problems to research methods.



“A great insight into 'the future', with practical applications.”

Alish Palmos  
PHD Student  
King's College London



 New for 2019

### Machine Learning - Impact on Research

**3 May**

Understand the concepts and trends in machine learning and how to develop computer programs that can learn from data.

### Introduction to Statistics

**15 May, 9 December**

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

### Survey Design Effects and Significance Testing

**20 May**

Insight into all the complexities of survey design and how robust and convincing inferences can be made.

 New for 2019

### Predictive Analysis

**24 June**

Discover the statistical techniques that analyse current and historical facts to make predictions about future or otherwise unknown events.

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 New for 2019

### Big Data and Consumer Insight

**1 July**

Explore how data sets that are too large or complex for traditional data-processing application software can be mined to provide deep insight.

 New for 2019

### Going Beyond Excel

**4 October**

Techniques that can't easily be carried out in the standard spreadsheet packages; how they work and can enhance your data.

### Econometric Modelling and ROI

**8 November**

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

### Survey Sampling and Related Techniques

**22 November**

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

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# Core skills **Qualitative**

Qualitative research brings the story to life. From group moderation to designing a qualitative study, our wide range of courses give you the practical skills and professionalism to design and deliver successful qualitative projects.

## **Introduction to Moderating**

**8 March, 14 June, 11 October**

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

## **Essentials of Qualitative Research**

**(3 day)**

**26-28 March, 8-10 October**

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

## **Introduction to Qualitative Research**

**3 April, 13 November**

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

## **Conducting Effective Desk Research**

**5 April, 1 November**

Discover the value of desk research methods and how to use them for competitor analysis and sector profiling.

## **Moderating Masterclass**

**5 April, 22 November**

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

## **Qualitative Analysis**

**16 May, 27 November**

The principles of effective analysis and the interpretation of qualitative data.

## **Advanced Semiotics Masterclass**

**(2 day)**

**22-23 May, 20-21 November**

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

## **Online Panels and Communities**

**5 June, 5 November**

Understand the full range of online research techniques.

## **Sensory Evaluation Techniques**

**7 June**

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

 **New for 2019**

## **Good Groups**

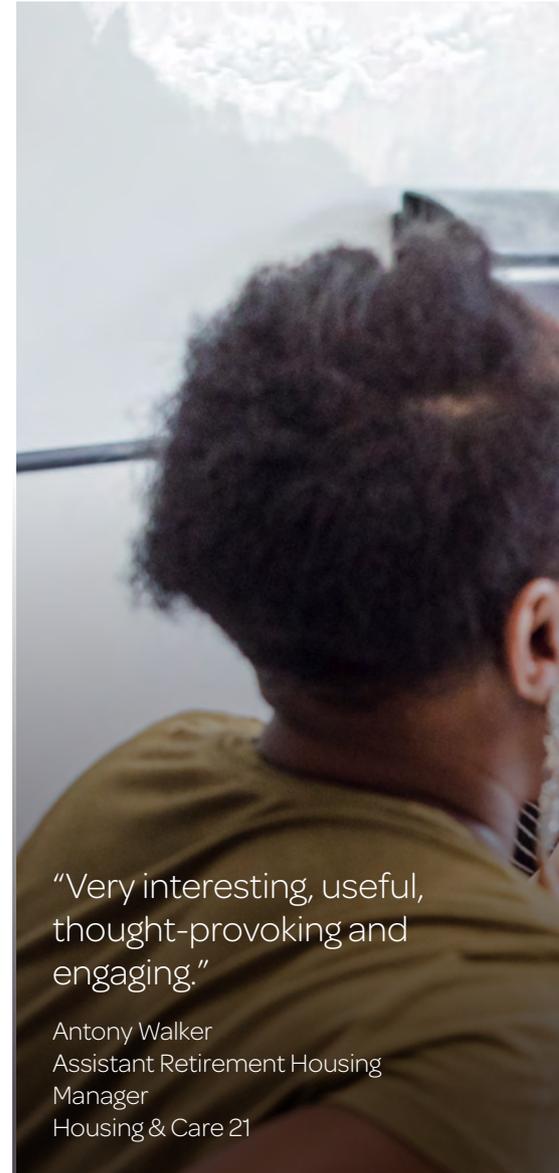
**11 June**

Get to the heart of working with a group, learning what participants value and how to marry it with client needs.

## **Online Qualitative Techniques**

**10 June**

Understand the full range of online research techniques used in today's qualitative research.



*“Very interesting, useful, thought-provoking and engaging.”*

Antony Walker  
Assistant Retirement Housing  
Manager  
Housing & Care 21



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### Advanced Thinking in Qualitative Research

**14 June, 10 December**

The latest techniques and advanced methodologies for effective qualitative research.

 New for 2019

### Qualitative Tools and Techniques

**17 June**

Theory and practical support for qualitative skills and advanced techniques including semiotics, ethnography, neurolinguistics and psychographic approaches.

### Effective Depth Interviewing

**11 July, 3 December**

Develop effective interviewing skills in a range of qualitative situations.

 New for 2019

### Psychology in Qualitative Research

**16 September**

Uncover ways to gain greater access to the inner world of participants and how to use it to inform understanding.

### Semiotics Made Practical

**19 September**

Learn the ins and outs of semiotics in the research process and how to apply them.

# Core skills **Quantitative**

We are surrounded by data, but the skill is in extracting meaning out of this and turning it into real insight. Our quantitative courses are designed to increase analytical effectiveness enabling professionals to interpret data with confidence and identify opportunities for advanced techniques.

## **Questionnaire Design**

18 February, 14 May, 5 July, 14 October, 4 December

Understand and apply the principles of effective questionnaire design.

## **Statistical Methods Masterclass (2 day)**

5-6 March, 9-10 July

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

## **Advanced Questionnaire Design**

13 March, 5 June, 4 November

Extract greater insight from questionnaires using advanced analysis techniques.

## **Introduction to Quantitative Research**

4 April, 14 November

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

## **Conducting Effective Desk Research**

5 April, 1 November

Discover the value of desk research methods. Learn how to use them for market monitoring, competitor analysis, sector profiling and background information.

 New for 2019

## **Advanced Statistical Techniques**

29 April, 1 October

A wide range of advanced techniques needed to match business and research problems to research methods.

## **Essentials of Quantitative Research**

(3 day)

30 April-2 May, 15-17 October

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

## **Online Panels and Communities**

5 June, 5 November

Understand the full range of online research techniques.



*“Fantastically useful with down-to-earth tips.”*

Lisa Edgar  
Founder & Director  
The Big Window Consulting Limited  
MRS Accredited Company Partner

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**Introduction to Statistics**

**15 May, 9 December**

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

**Quantitative Analysis**

**17 May, 28 November**

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

**Survey Design Effects and Significance Testing**

**20 May**

Insight into all the complexities of survey design and how robust and convincing inferences can be made.

**Survey Sampling and Related Techniques**

**22 November**

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



# Core skills *Insight*

Insight training provides a practical pathway for research professionals working in broader insight roles. With both private and public sector organisations increasingly conducting their own research, these courses give client side professionals a greater skills' repertoire and depth.

## **Infographics and Insight Visualisation**

**20 February, 3 July, 30 October**

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

## **Finding the Story in the Data**

**26 February, 10 May, 2 October**

Apply a commercial approach and develop your communication skills to improve storytelling.

## **Facilitating Action from Insight**

**22 March, 8 July, 29 October**

How to improve the effectiveness of insight beyond delivery of results and transform insight into commercial ideas/recommendations.

## **Using R in Data Analysis**

**8 March, 13 June, 29 November**

Discover how to use R, make data analysis more efficient and how to use it in day-to-day working.

## **Commercial Storytelling for Researchers (2 day)**

**11 & 19 March, 20 June & 4 July, 19 & 26 November**

Apply a commercial approach to your communication and consulting skills.

## **Consumer Psychology**

**13 March, 30 September**

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

## **Introduction to Behavioural Economics**

**14 March, 2 July, 11 November**

Discover how you can leverage behavioural economics in your analysis to ensure you come to more impactful recommendations.

## **Conducting Effective Desk Research**

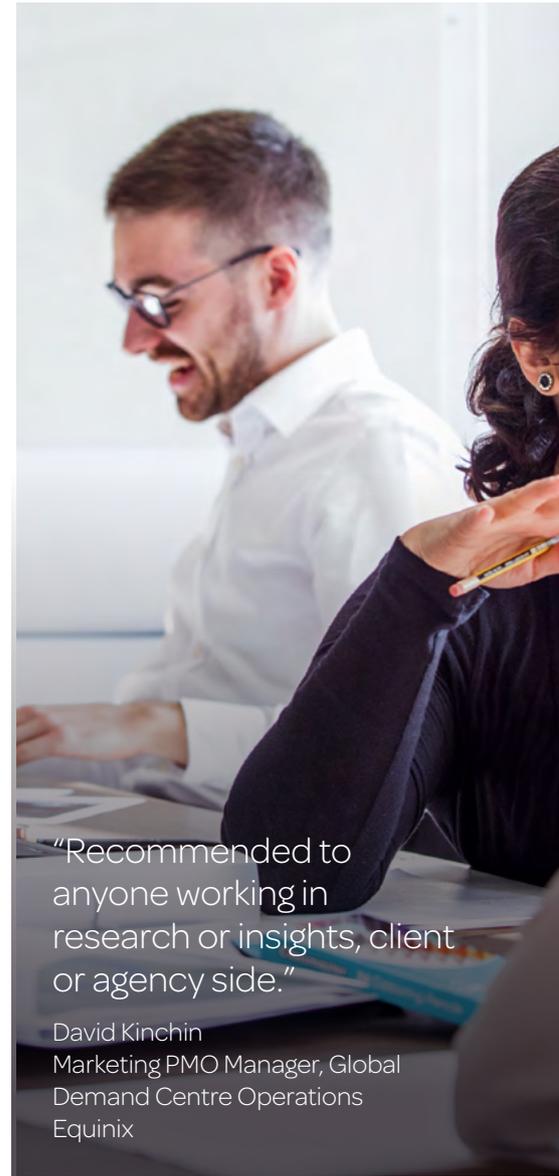
**5 April, 1 November**

Discover the value of desk research methods and how to use them for market monitoring, competitor analysis and sector profiling.

 **New for 2019**

## **AI in Business and Research**

**26 April**  
An introduction to the concepts and trends and how AI impacts on business and research to generate valuable insight.



“Recommended to anyone working in research or insights, client or agency side.”

David Kinchin  
Marketing PMO Manager, Global  
Demand Centre Operations  
Equinix



### **Game-Based Research Methods (2 day)**

**8-9 May**

Highly practical course about how games and gamification improves design, execution, participant engagement and research results.

### **Advanced Semiotics Masterclass (2 day)**

**22-23 May, 20-21 November**

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

**New for 2019**

### **Business Partnering in Client Businesses**

**24 May**

Helping client-side teams focus on the skills to operate as a business partner rather than simply as an insight specialist.

### **Online Panels and Communities**

**5 June, 5 November**

Understand the full range of online panel and communities survey techniques.

**New for 2019**

### **Paths to Insight**

**4 June**

Insight is a buzzword but what does it mean? Distinguish insight and its properties and bring your own insight process to the surface.

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**New for 2019**

### **The STEP Prism of Insight**

**21 June**

Looking at a model charting the four steps we need to pass through to develop genuinely insightful ideas.

**New for 2019**

### **Big Data and Consumer Insight**

**1 July**

Explore how data sets that are too large or complex for traditional data-processing application software can be mined to provide deep insight.

### **Insight-Driven Innovation**

**17 September**

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

### **Semiotics Made Practical**

**19 September**

Learn the ins and outs of semiotics in the research process and how to apply them.

### **Enhancing the Value of Client-side Research**

**26 September**

Understand how to improve the effectiveness of research within organisations.

### **Put Insight at the Heart of your Business**

**27 September**

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

# Specialist skills

As a research professional you'll need to develop a wide range of skills in your career. Keep on top of the latest trends, tools and technology with our range of specialist courses.

## Design Training for Insight Professionals 19 February

An essential course to improve storytelling abilities through the design of reports and presentations.

## Infographics and Insight Visualisation 20 February, 3 July, 30 October

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

## Social Media in Research 27 February, 3 October

Learn how social media is changing the practice of research.

## Data Privacy in Research 28 February, 24 September

The latest on data protection law to ensure that your research practices comply with the EU General Data Protection Regulation (GDPR).

## Consumer Psychology 13 March, 30 September

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

## Conducting Effective Desk Research 5 April, 1 November

Discover the value of desk research methods. Learn how to use them for market monitoring, competitor analysis, sector profiling and background information.

 New for 2019

## Narrative by Numbers 24 April

Simple and effective rules of data-driven storytelling that help tell more compelling, evidence-based stories.

 New for 2019

## Machine Learning - Impact on Research 3 May

Understand the concepts and trends in machine learning and how to develop computer programs that can learn from data.

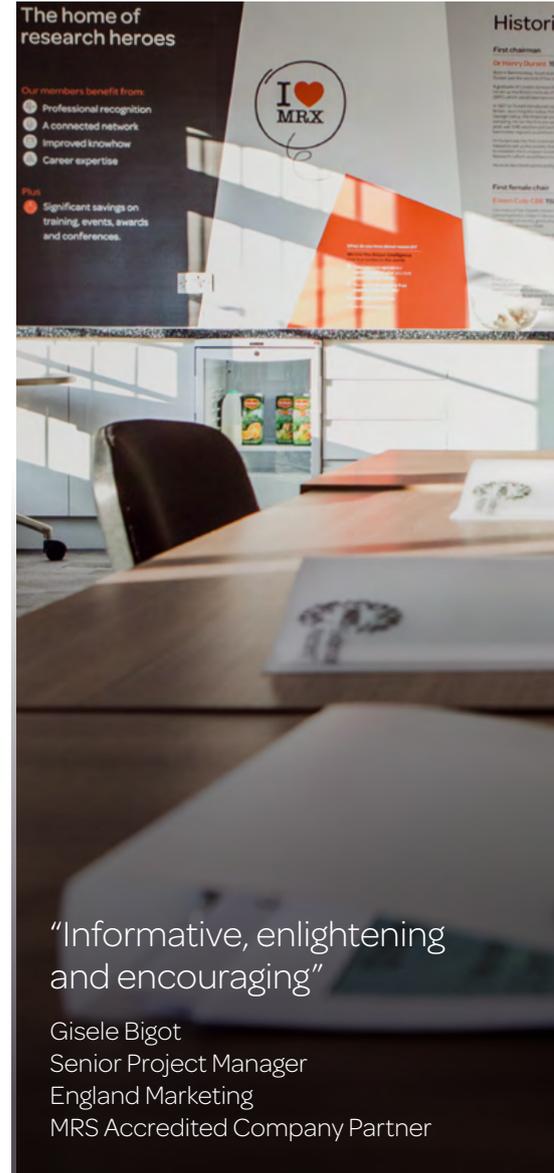
## Game-Based Research Methods (2 day)

8-9 May

A practical course on how games and gamification improves design, execution, participant engagement and research results.

## The Science of Behaviour Change 21 May, 7 November

Apply the insights and lessons from behavioural science to better understand and influence people's behaviour in the real world.



The home of research heroes

Our members benefit from:

- Professional recognition
- A connected network
- Improved knowhow
- Career expertise

Plus:

- Significant savings on training, events, awards and conferences.

Historic

First chairman  
Dr Henry Duesel, 1960

First female chair  
Elizabeth Cook, 1988

"Informative, enlightening and encouraging"

Gisele Bigot  
Senior Project Manager  
England Marketing  
MRS Accredited Company Partner



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 New for 2019

### Discourse Analysis Masterclass

**6 June**

Change the way you look at verbal behaviour – uncover the language of consumers and brands, get insights that give a new view of society and culture.

### Sensory Evaluation Techniques

**7 June**

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

### Thinking Creatively in Research

**12 June**

Develop creative competence and learn new ways to think.

 New for 2019

### Predictive Analysis

**24 June**

Discover the statistical techniques that analyse current and historical facts to make predictions about future or otherwise unknown events.

### Enhancing the Value of Client-side Research

**26 September**

Understand how to improve the effectiveness of research within organisations.

### Advanced Consulting Skills Masterclass (3 day)

**7, 11 & 18 Oct**

Learn how to design, deliver and promote advisory services to drive real change.

### Neuroeconomics

**28 June, 15 November**

Gain insight into the growing interdisciplinary field of neuroeconomics on how the brain decides

### Effective Advertising Research

**25 September**

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

 New for 2019

### Going Beyond Excel

**4 October**

Techniques that can't easily be carried out in the standard spreadsheet packages; how they work and can enhance your data.

### Econometric Modelling and ROI

**8 November**

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

# Business & leadership skills

Being a business leader within the research sector calls for effective commercial and communication skills. Increase your confidence and impact with our range of business enhancing skills.

## Essential People Management Skills

22 February

Designed for first time managers to understand management best practice.

## Advanced Client Relationship Management

1 March

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

## Presentation Delivery Skills

7 March, 18 June, 28 October

Increase skills and confidence in delivering client presentations.

## Commercial Storytelling for Researchers (2 day)

11 & 19 March, 20 June & 4 July, 19 & 26 November

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

## How to Win New Clients

15 March

Unique sales training programme for research professionals on how to win new business.

 New for 2019

## Understanding and Managing Client Expectations

25 April

Helping research providers understand the process that clients go through from the initial research question to after research has been delivered.

## Customer Experience – Understanding and Improvement

7 May, 12 November

Learn the value of optimising the customer experience through assessment.

## Cyber Security and ISO27001

13 May

Understand the steps that organisations can take to ensure that data is securely collected, stored and accessed. Critical for the GDPR.



“Great and very beneficial to my day-to-day work”

Helen Blair  
Research Manager  
Ipsos MORI  
MRS Accredited Company Partner

## Online business skills

We also deliver wide range of online business skills training contextualised for the research sector.

These essentials courses can be studied at a time, a place – and a pace – to suit you.

- ▲ Advancing the Sale
- ▲ Coaching Skills
- ▲ Conversations with Clients
- ▲ 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

 New for 2019

### Finance for Non-Financial Managers

**3 June**

Deliver value to stakeholders by understanding the financial implications of daily decision making and fundamental business finance concepts.

### Crafting and Designing Presentations

**18 September**

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

### Influence and Impact

**20 September**

Evaluate personal impacts to increase influence and business effectiveness.

### Advanced Consulting Skills Masterclass (3 day)

**7, 11 & 18 October**

Go beyond client servicing to uncover the processes and consultancy skills vital to make a valuable contribution to business success.

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### Leadership Skills

**6 November**

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

### One Day MBA

**18 November**

Valuable insight into the key organisational success drivers.

### Creative Writing for Researchers

**2 December**

Interactive workshop on creative writing and storytelling for better reports.

### Coaching and Communication Skills for Senior Researchers

**5 December**

Develop stronger relationships with colleagues and clients by honing your coaching and conversation skills.



MRS online business skills

Search

# Bespoke company training

Is your organisation equipped to face the challenges of 2019 and beyond? Are there skills gaps in your workforce? MRS can help.

We have a long-established reputation for designing and delivering high-quality in-company training for a wide range of organisations, from large research agencies to client-side insight teams, in both the private and public sector.

Whether you want a well-established course, delivered at your venue, or an entirely new training programme managed from start to finish, MRS can tailor a solution to meet your specific business needs.

We'll work with you to conduct a training needs analysis that aligns current competencies and capabilities with your business objectives. Not only will this form the framework of a bespoke solution, it can also be integrated with your appraisal system, helping to devise pathways for individual development.

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## Our courses come to you

Flexible, timely and cost effective

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## Tailored content

We include only what's relevant to your team and your needs

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## Value for money

Save on costs by training groups rather than individuals

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## Reduced admin

MRS manage planning and delivery from start to finish

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## Range of courses

Largest range and number of courses in the sector

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## Consistency

Train your teams to the same level, with the same techniques

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## Performance

Build a confident, motivated team with up-to-date skills and knowledge

All courses in the MRS training programme can be offered as part of a bespoke in-company package. We can develop, adapt or combine them to ensure your staff get the training that is right for your business. Real projects from your organisation can also be used to make the learning experience as relevant as possible.



**“Our internal training programme, The Academy, provides a structured, detailed and relevant scheme of training, and by working closely with MRS we guarantee its delivery to the highest standards. MRS offers a vital source of training in areas relevant to our sector, with trainers who are clearly experts in their field.”**

### Anna Roberts

Team and Resource Coordinator,  
Breaking Blue  
MRS Accredited Company Partner

 MRS in-company training

Search

# Summer School

## 25-27 June

A practical, three-day masterclass for research executives keen to increase their skills and knowledge with leading research experts.

With compelling sessions on segmentation, social media, communicating the message, brand research and strategy, it is the ideal 'hot house' for training research talent.

Run each year at our central London venue, the Summer School is aimed at new execs with one or two year's experience and is often a popular complement to an organisation's development programme.



### Course content

#### Day 1

**The End Game:  
Getting Research Actioned**

**The Changing World of Customer  
Relationships and their Implications  
for Research**

#### Day 2

**Applying Statistics to Research**

**Masterclass:  
New Perspectives on Research**

#### Day 3

**Communicating the Message**

**A Strategic Framework for  
Business Issues**

**Contact our training team**

E: [training@mrs.org.uk](mailto:training@mrs.org.uk)

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### Learning outcomes

- ▲ Identify clearly how research can support decision making in a wide range of business contexts.
- ▲ Demonstrate a full understanding of the underlying principles to a range of research problems.
- ▲ Make appropriate, well-argued choices for the design and conduct of research projects for a range of business situations.
- ▲ Understand and apply approaches to the analysis and interpretation of research data.
- ▲ Present findings and recommendations in ways that provide maximum insight to decision-making.

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## Online courses

**Cost-effective, convenient and current, MRS offers a range of flexible online training courses.**

Accessible via PC, tablet or mobile, individuals can learn at a time, place, and pace, that suits them.

These courses can be taken individually, or as part of a bespoke or blended solution.

### Introduction to Market Research

The perfect starting point for those with little or no experience of market and social research.

#### Ideal for

- ▲ Support staff
- ▲ Field workers
- ▲ First time researchers

#### Key learning outcomes

- ▲ Understanding research objectives
- ▲ Intro to qual and quant
- ▲ Turning data into findings

### Microlaunch Online®

The Introduction to Market Research has expanded to include this interactive training game to test market research essentials.

#### Ideal for

- ▲ First time researchers

#### What does it test?

- ▲ Designing research stages
- ▲ Applying qualitative & quantitative methods
- ▲ Using insights from research findings
- ▲ Controlling a budget

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## Qualifications

**MRS qualifications are globally recognised as the highest level of achievement in the sector. Developed with leading employers, they equip practitioners with the skills and expertise to excel in research and insight.**

Our qualifications are delivered by a variety of accredited centres. Candidates can choose to study face-to-face, online or via distance learning.

### MRS Certificate in Market and Social Research

A grounding in the basic principles of effective market and social research; taken as an online assessment.

#### Ideal for

- ▲ Research commissioners
- ▲ Business students
- ▲ Small business owners

#### Key learning outcomes

- ▲ The role of market and social research in decision making
- ▲ The principles and processes which underpin effective market research
- ▲ How to choose the most appropriate method or tool for a project

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

Designed for those in the early years of their research career. The leading degree level, vocational qualification for the sector.

#### Ideal for

- ▲ Buyers
- ▲ Suppliers
- ▲ Market, social & opinion researchers

#### Key learning outcomes

- ▲ How to design and test a research brief for a given problem
- ▲ How to analyse data appropriately and provide usable 'deliverables'
- ▲ How to apply relevant legislation including the MRS Code of Conduct

## Statistics for Research

Perfect as a refresher, or as an introduction, explains critical techniques like sampling, weighting and dispersion.

### Ideal for

- ▲ First time researchers
- ▲ Those new to working with statistics
- ▲ Those looking to improve their statistical skills

### Key learning outcomes

Key learning outcomes:

- ▲ Understanding different types of data
- ▲ Testing the accuracy of survey data
- ▲ Mastering calculating confidence intervals

## Questionnaire Design

A hands-on approach to the principles of effective questionnaire design, and how to avoid the numerous pitfalls.

### Ideal for

- ▲ First time researchers
- ▲ Those with basic experience of designing, using or analysing questionnaires.

### Key learning outcomes

- ▲ Understanding different types of data
- ▲ Testing the accuracy of survey data
- ▲ Mastering calculating confidence intervals

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## MRS Diploma in Market and Social Research Practice

Designed for those preparing to move into a senior research role. The 'blue ribbon' qualification for the sector.

### Ideal for

- ▲ Research providers
- ▲ Buyers with a methodological or business focus.

### Key learning outcomes

- ▲ How to manage the research process from inception to reporting and follow-up, including selecting appropriate techniques for data collection, analysis, interpretation, and making recommendations.

## MRS Accredited Masters Degrees

Professional recognition of the work carried out by those studying relevant Master's Degrees. On successful completion, these students become eligible for Certified Membership of MRS (providing they meet work experience requirements).

### Which degrees are accredited?

- ▲ **Cranfield University School of Management** - MSc in Strategic Marketing
- ▲ **Newcastle University Business School** - MSc in International Marketing (Newcastle Campus)  
MSc in International Marketing (London Campus)

## Flexible study options with MRS Accredited Centres:



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# Membership

Join MRS to demonstrate you and your team's commitment to research excellence, elevate your professional status and be part of a network of 5,000 standout professionals. Membership gives you specialist resources, sector expertise and a comprehensive career development toolkit.

## Gain professional recognition

MRS membership demonstrates that you and your team work to the highest professional standards. You prove your standing with designation letters demonstrating that you abide by the MRS Code of Conduct. Plus you can keep proving your competence with our CPD programme.

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## Recognition

Post nominal letters

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## MRS Code of Conduct

Best practice regulation

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## CPD

Track your progress online

## Connect and share ideas

Be part of an active network with our extensive suite of events plus connect with others via our online Member Directory. There are also a wide range of specialist groups for you and your team to get involved with.

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## FREE Speaker Evenings

10 expert events a year

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## Conferences, awards and parties

Attracting agency and client side

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## Sign up to network groups

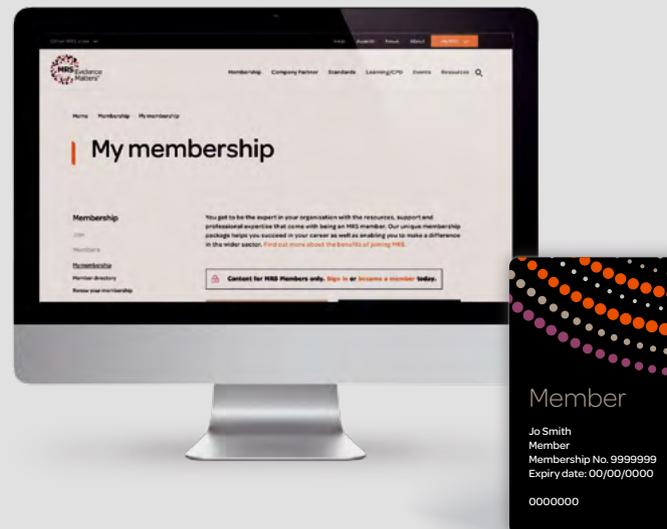
Including ADAN and &more

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“MRS membership has been essential for me, as well as my colleagues. It provides professional recognition, great networking and valuable training, while protecting and promoting our industry in the wider world.”

### Raz Khan

MRS Fellow  
Chairman, Cobalt Sky



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### Improve your knowhow

Be the expert in your organisation with the extra knowhow that comes with membership. In 2019 tune into the the FREE MRS Professional Webinar series complemented with 40 e-books in the online Knowledge Centre. Members also get the award-winning Impact magazine and qualify for 30% off MRS training.

### FREE professional webinars

Learn from experts, authors and business leaders

### Knowledge Centre

40 e-books, plus videos and articles

### SAGE Research Methods

Tools and content to help your research

### Training discounts

Up to 30% off our courses

### Codeline

Get advice from our experts

### Impact magazine

With a refreshed design and new content sections

### Stay relevant and build a career passport

Membership supports you and your team at all stages of a research and insight career. Members can sign up to specialist mentoring with a senior research expert and get regular updates with MRS News.

### Mentoring

For each stage of Members' careers

### Research Jobfinder

The specialist jobsite for insight

### Sector news

MRS News monthly

## Fast Track

### Working at a senior level in research and insight?

You or members of your team could be eligible to fast track to MRS Certified Membership, our globally-recognised, professional grading. This rapid route is open to individuals with at least seven years' research-related experience, with applications based on career profiles. Applicants have our full support throughout the fast track process.

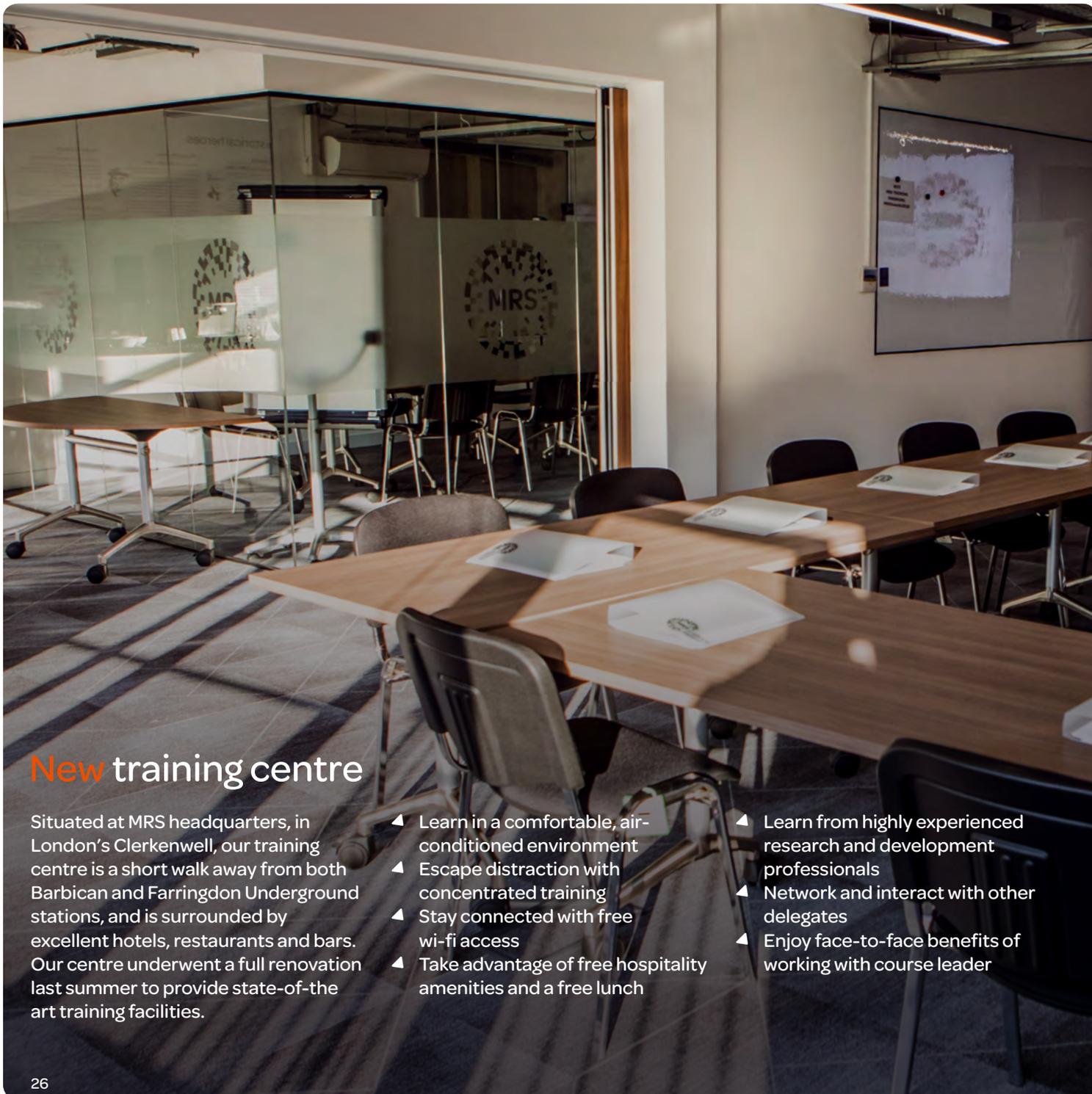
<https://fasttrack.mrs.org.uk>

Impact magazine is delivered four times a year with MRS membership



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## New training centre

Situated at MRS headquarters, in London's Clerkenwell, our training centre is a short walk away from both Barbican and Farringdon Underground stations, and is surrounded by excellent hotels, restaurants and bars. Our centre underwent a full renovation last summer to provide state-of-the-art training facilities.

- ▲ Learn in a comfortable, air-conditioned environment
- ▲ Escape distraction with concentrated training
- ▲ Stay connected with free wi-fi access
- ▲ Take advantage of free hospitality amenities and a free lunch
- ▲ Learn from highly experienced research and development professionals
- ▲ Network and interact with other delegates
- ▲ Enjoy face-to-face benefits of working with course leader



# Get in touch

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