



**Application Form MRS Accreditation –  
Masters Programme**

**Name of Centre:** \_\_\_\_\_

**Address of Centre:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Name of person dealing with application:** \_\_\_\_\_

**Position of person dealing with application:** \_\_\_\_\_

**Tel Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

The Market Research Society (MRS) is the UK professional body for research, insight and analytics. We recognise 5,000 individual members and over 500 accredited Company Partners in over 50 countries who are committed to delivering outstanding insight. As the regulator, we promote the highest professional standards throughout the sector via the MRS Code of Conduct.

Application Form for Masters Programme Accreditation  
Jan 2020

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## General Programme Details

**1. Details of Masters Programme for which accreditation is sought:**

Name of programme: \_\_\_\_\_

**2. Format of Programme? (Please tick as appropriate)**

- a) Full-time
- b) Part-time day
- c) Part-time day and evening
- d) Part-time evenings only
- e) Intensive
- f) Distance/Open Learning
- g) Other method (please specify) \_\_\_\_\_

**3. Department in which the course is to be offered (academic centres only)**

\_\_\_\_\_

**4. Proposed start date of programme:**

Start (month/year): \_\_\_\_\_

**5. Proposed number of participants participating in the programme: *Please give minimum and maximum group sizes.***

Min: \_\_\_\_\_ Max: \_\_\_\_\_

**6. Entry requirements for students enrolling on the programme:**

\_\_\_\_\_

**7. Structure of programme: *Please include details of the following***

- The number of core modules (i.e. mandatory) modules completed by all students
- The number of option modules completed by all students
- The title and length of each module. Please indicate the number of teacher/student contact hours and the notional study hours for each module.

**8. Name of MRS member associated with the programme:**

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**9. Role of MRS member in the programme:**

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**10. If there is no MRS member attached to the tutor team, please give the name of the member of staff who will undertake to become an MRS member:**

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**11.** Please give details of how your centre promotes/intends to promote the MRS and its services (e.g. Code of Conduct).

## Programme Details

1. Please provide details of how the programme to which this application refers meets the accreditation criteria relating to *Guidelines for the completion of an Application for Accreditation*.

	<b>Standard</b>	<b>Relevant Aspects of Programme</b>
<b>1</b>	Ethical and legal considerations governing the conduct of MRS members	
<b>2</b>	Research within its broad political/economic social/ technological context	
<b>3</b>	The role of research in decision making within an organisation	
<b>4</b>	Client and supply relationships in market research	
<b>5</b>	Project management (including planning and the use of resources)	
<b>6</b>	Oral and/or written communication skills	
<b>7</b>	Awareness and evaluation of research methodologies	
<b>8</b>	Conducting all or part of a research project	
<b>9</b>	A nominated specialist area in research	
<b>10</b>	Quality control and assessment in research	

<b>11</b>	Commitment to their own personal and professional development	
<b>12</b>	Commitment to the development of others and or the profession	

**2.** Please provide details of how the programme to which this application refers meets the QAA requirements for a qualification at Masters (M) level laid out in the document *Guidelines for the completion of an Application for Accreditation*.



## Staffing and Teaching Provision

**1.** Please enclose details of all staff who are involved in delivery of the programme.

(N.B. Each tutor team should include at least one MRS member. This is to ensure that ethical issues contained in the Code of Conduct receive adequate coverage during courses leading to an MRS accredited qualification)

A Staff Outline\* form should be completed for each member of the tutor team.

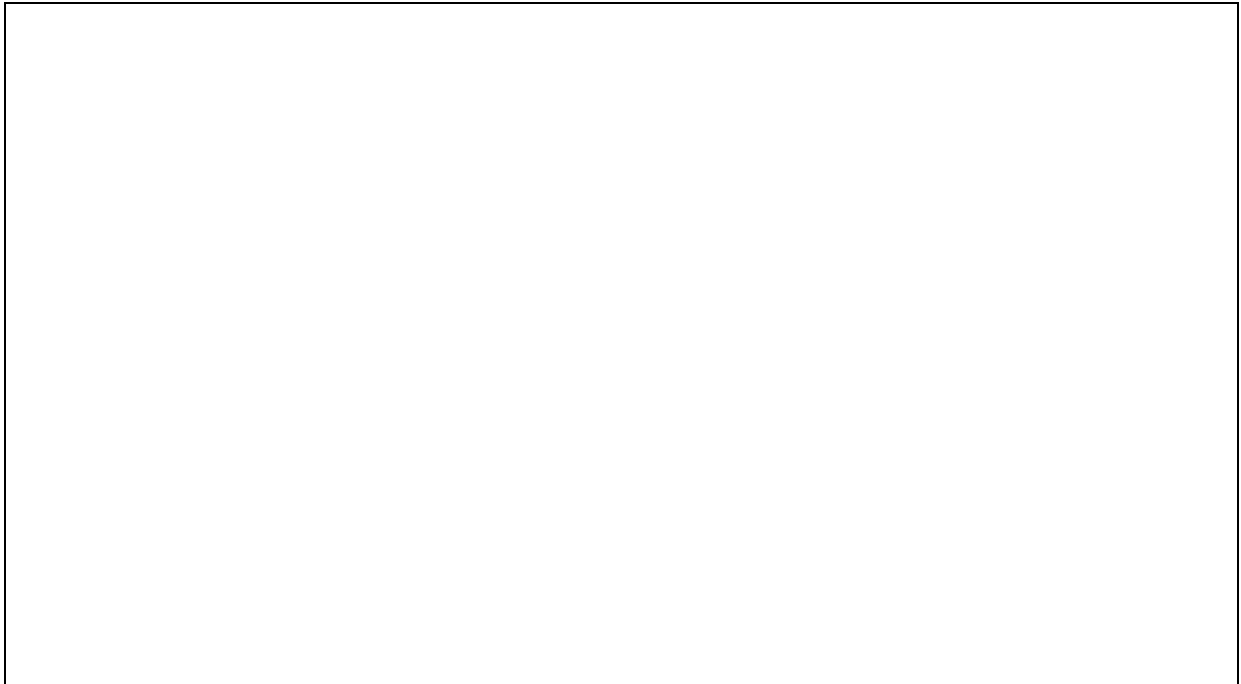
Please ensure the details include the following:

- i) Full name and qualifications (academic and professional).
- ii) Membership of professional bodies.
- iii) Experience: Teaching/subject specialisms, Industrial/commercial knowledge and/or experience

\*A Staff Outline form is included in Appendix 1.

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

- 3.** Please provide information about the methods used to assess candidate progress and achievement during the programme. Please attach copies of assignment tasks and/or examination papers used in the assessment process.

A large, empty rectangular box with a thin black border, intended for the applicant to provide detailed information about the assessment methods used during the programme, including copies of assignment tasks and examination papers.

## Learning Resources

1. Please describe the learning resources available to support your candidates.

(NB MRS recommends that 'Impact' magazine be made available to candidates as part of the centre's learning resources. All Certified Members of the MRS receive 'The International Journal of Market Research' as a membership benefit. All MRS members receive 'Impact' and on-line 'Research-Live' as a membership benefit).

2. How will your centre ensure that learning resources are kept up to date and are adequate to meet the needs of groups of candidates?

## Quality Control of Course and Tuition Standards

1. Please provide the name of the person who is the single point of accountability for the quality assurance and management of the programme of learning:

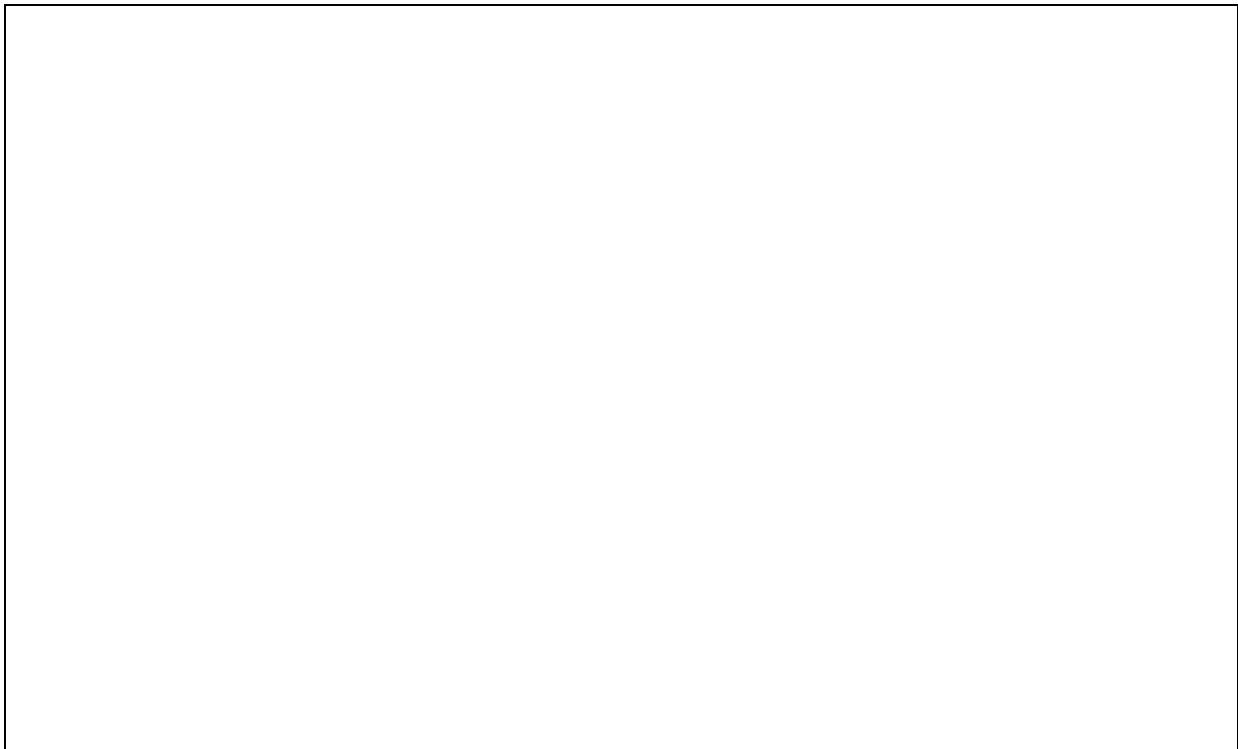
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2. Please outline the procedures used in your centre for monitoring the quality of teaching on programmes. Enclose your centre's policy statements (if available).

**3.** How are participants' comments/feedback gathered, reviewed and acted upon?



**4.** Please give details of your appeals and/or complaints procedure or enclose your policy statements.



- 5.** Please give details of your equal opportunities policy or enclose copies of equal opportunities policy statements.

- 6.** Please give details on whether buildings used for assessment/programme delivery are accessible by all in accordance with the *Disability Discrimination Act (DDA)*.

## Submission Declaration

This application has been considered and approved by:

Head of Department: \_\_\_\_\_  
or equivalent

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

MRS member: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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## Administration

Please make a copy of this submission for your own files and return this completed form to:

Samantha Driscoll  
Head of Membership Development  
The Market Research Society  
15 Northburgh Street  
London  
EC1V 0JR

Tel: 0207 566 1881

Fax: 0207 490 0608

Email: [Samantha.Driscoll@mrs.org.uk](mailto:Samantha.Driscoll@mrs.org.uk)

Please ensure that all necessary documentation is enclosed with this submission. These include the centre's:

- current prospectus
- current or planned course programme
- a staff outline for each staff member involved in delivering the programme
- policy for monitoring participant recruitment and participant progress
- policies for monitoring the quality of teaching
- complaints/appeals procedure
- Equal Opportunities Policy

Receipt of your application will be acknowledged and you will receive a response detailing the next stage of the application process.