



MRS Advanced Certificate in Market & Social Research Practice

Overview of Syllabus Changes

The new syllabus will become effective from the January 2014 Assessment Round

The new syllabus is structured into 3 elements:

Element 1 – The Research Context

Element 2 – Developing a Research Project

Element 3 – Analysing Data and Using Research Findings

The syllabus structure is 'horizontal' which allows for a more integrated approach. Themes such as Ethics and critical appraisal, both fundamental to every aspect of research run through all three of the elements.

Some *Topics* within the elements have been moved, tweaked and renamed within the new syllabus.

Changes to Assessment

Candidates are still required to pass two elements of assessment in order to be awarded the MRS Advanced Certificate in Market in Social Research Practice.

The following changes have been made:

Integrated Assignment (IA) – Brief & Proposal

- Brief & Proposal format to remain, with both elements assessed.
- Removal of the 'Critical Evaluation' IA option
- Removal of the option to complete the IA via a 'Group Task'
- Word count changed to a min 3,500 – max of 4000. There is no allowance for the word count to go over the maximum number of words
- Candidates strongly advised not to use 'Proprietary Methods' – they will be allowed but with justification and explanation
- Up to 2 pages of appendices only - for Glossary etc. The appendix must not be used for further substantiating text
- Compulsory anonymisation of client/product is required – any naming of real-life companies or organisations would deem the IA to be non-compliant.
- Candidates who select a 'real life' scenario on which to base their IA will be required, as will the centre, to confirm (via a signed form) that the brief is based upon a research problem and not a 'lift' from a client brief and/or a proposal prepared for a client.

Examination

There are no actual changes to the format of the examination. However, question structures/requirements have been altered. An 'Exemplar Exam Paper/Answer Guide' is available from the [Resources Section](#) of the MRS Website.

The Advanced Certificate section of the MRS Website provides full syllabus and assessment details.

December 2013