



Recommended Support Materials

Effective June 2020 Assessment Round

MRS Advanced Certificate in Market & Social Research Practice

Core Text

The Practice of Market Research - An Introduction

4th Edition, Pearson Education

Yvonne Mcgivern

May 2013, Paperback

ISBN13: 978-0-273-77311-5

The new edition is due out in late 2020/early 2021. In the meantime, MRS has devised a [brief guide](#) on where to find textbook material for the new syllabus elements, topics and learning outcomes in the 4th edition.

It should also be noted that the 4th edition is out of date in terms of coverage of topics including ethics and GDPR, definition/scope of research, the roles of researcher, use of digital research, passive data and analytics, data visualisation and the terminology around all those topics as well as examples of them in practice. Content in relation to these topics can be found in Other texts, Codes, Guidelines and Legislation.

Other Texts

In addition to the recommended text, we advise candidates to read as widely as possible to become better informed about the research industry and its practices.

These various textbooks and resources are intended to give an indication of the great range of research information which is available, both via the Internet and in published form. Dipping into this reading list will help candidates gain the depth of insight which will support the development of their research skills.

The following provide useful additions to the recommended textbook:

Marketing Research - Delivering Customer Insight

4th Edition, Red Globe Press

Alan Wilson

2019, Paperback

ISBN: 978-1-352-00111

Marketing Research - Tools and Techniques

3rd Edition, Oxford University Press

Nigel Bradley

March 2013, Paperback

ISBN: 978-0-19-965509-0

The Handbook of Mobile Market Research - Tools and Techniques for Market Researchers

ESOMAR & Wiley

Ray Pointer and Navin Williams

2014 Hardback

ISBN: 978-1-118-93562-0

Social Research Methods

5th Edition, Oxford

Alan Bryman

2016 Paperback

ISBN: 978-0-19-968945 -3

New Methods of Market Research and Analysis

1st Edition, Edward Elgar Publishing Ltd

G Scott Erickson

2019 Paperback

ISBN-13: 978-178990105

Individual MRS Members can access **Knowledge Centre** – 40 e-books, plus videos and articles, **SAGE Research Methods** – tools and content to help you research, and Members only content in the Members area of the MRS Website.

Codes, guidelines & legislation

In order to support the focus on ethics and professionalism in this qualification, candidates should familiarise themselves with codes, guidelines and legislation which affect research carried out internationally, as well as those which affect research practices in the candidate's own country.

The following websites provide useful information about guidelines and regulations governing research.

MRS

<https://www.mrs.org.uk/standards/code-of-conduct>

<https://www.mrs.org.uk/standards/guidance>

<https://www.mrs.org.uk/standards/legislation/tab/data-protection>

<https://www.mrs.org.uk/standards/mrs-policy>

ESOMAR

<https://www.esomar.org/what-we-do/code-guidelines>

efamro

<https://www.efamro.eu/>

Social Research Association

<http://the-sra.org.uk/research-ethics/ethics-guidelines/>

Research Buyer's Guide <https://www.mrs.org.uk/researchbuyersguide>

Impact Magazine (MRS)

Quarterly Magazine – Impact - Gain from insight and strategy studies to global trends, and with sections on technology, science and the law

Research Live

<https://www.research-live.com/>

Understand the critical research trends, hear from the influential players and listen to the fiercest debates with access to Research-Live.com