

SUMMARY OF STANDARDS FOR MRS FULL MEMBERSHIP

You will need to demonstrate that you have knowledge, understanding and experience of the following 12 key standards.

- 1. Ethical considerations governing the conduct of members of The Market Research Society.**

You may have had problems to solve which raised ethical issues. You may have been responsible for ensuring compliance with the MRS *Code of Conduct*. You may have had to intervene to ensure that a project was undertaken in accordance with MRS Guidelines.
- 2. Market research in a broad political/economic/technological/social context.**

You may have been involved in social research necessitating a clear grasp of social context in the UK or in international environments. You may have had experience of dealing with opinion polls associated with political campaigns or advocacy of controversial issues. You may have been involved in economic issues for industry non-consumer sectors. You may have been involved in technological leading-edge issues.
- 3. Market research in a business or corporate context.**

Experience might include the relationship of research to marketing, direct marketing, strategic business planning or corporate strategy. You may direct a research business or a division of a larger organisation.
- 4. Client and supply relationships in market research.**

Experience might include establishing relationships with internal and/or external clients and suppliers.
- 5. Project management (including the deployment of resources).**

Experience should include allocation of human and other resources and management of projects, not necessarily research projects. The written research project (if selected) can demonstrate this.
- 6. Oral and/or written presentations in the context of broader communication skills.**

You may be a member of a management team or board member required to give regular presentations. Experience may include project debriefs. Written communication can include the written business project if submitted, or the viva if selected for oral presentation skills.
- 7. Principles of research methodologies and evaluation of those methodologies.**

Experience might include briefing and debriefing on different methodologies, evaluating pitfalls, advanced questionnaire design, managing projects with different research tools, data analysis, etc.
- 8. Conducting a business research project.**

This can be either as a specialist researcher, or as a buyer of research or as a manager of research functions. The project should demonstrate skills in acquiring and analysing data, and evaluating outcomes.

9. A nominated specialist area in the field of market research:

The specialist area should be drawn from the following list:

Qualitative research

Quantitative research

Managing research

Purchasing research

Managing data collection

Data processing and analysis

Managing field operations

Knowledge management

Marketing research in an international context.

10. Quality standards in market research.

You may have experience of ensuring compliance with quality standards, e.g. MRQSA, IQCS, ISO9000, or standards which are internal to your workplace.

11. Commitment to your own personal and professional development.

This can include appraisal or development plans within your organisation, writing articles, attending and/or contributing to conferences, seminars, training courses.

12. Commitment to the development of others.

This can include: managing appraisal and/or development of others; writing articles to benefit others; preparing and delivering conference papers; leading training events and seminars.