

Professional Development



## Intensive Professional Development Scheme



THE MARKET RESEARCH SOCIETY

# Intensive Professional Development Scheme

## Professional Development

The overall aim of MRS Professional Development is to enable individuals working in market and social research to be able to develop and demonstrate their knowledge, experience and skills.

Several routes are available towards achievement of Full Membership and MMRS designation.

The Intensive Professional Development Scheme is one of these routes. This scheme is aimed at Associates (previously Members) and Affiliates wishing to use their experience at work to upgrade to Full Membership and achieve MMRS designation.

This is an alternative to the Diploma as a route to Full Membership and available only to Associates (previously Members) and Affiliates of MRS. It involves compiling a portfolio (documentation will be provided) demonstrating at least three years relevant experience. A business research project will need to be included to demonstrate skills. An acceptable alternative to a written project can be:

- i) A paper submitted successfully for MRS Conference, or any Conference of equivalent rigor and standing.
- ii) A paper submitted successfully for the International Journal of Market Research (IJMR) or journal of equivalent rigor or standing

Candidates already possessing three years experience could well complete the scheme within a few months. Should you have at least seven years experience you may be eligible for the MRS Fast Track Scheme which involves an oral viva as an alternative to a written project.

The experience regarded as relevant can include any of the following:

- Qualitative research
- Quantitative research
- Managing research
- Buying research
- Managing data collection
- Data processing and analysis
- Knowledge management

Within your portfolio you will have opportunities to demonstrate that you have experience and understanding of:

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

- Market research in its broad context - politically/economically/technologically and socially
- Market research in business or organisational context
- The principles of research methods including their evaluation
- Project management skills
- Presentation skills
- Quality standards in market research

You will also need to demonstrate commitment to your own personal and professional development and commitment to the development of others.

## How to apply

You submit an Intensive Professional Development Scheme registration form.

## What happens next

The form is checked by MRS to verify your MRS membership and that your employment history and current work are relevant to the Intensive Professional Development Scheme. This is essential as the scheme is a work-based route to Full Membership.

Your full portfolio binder and documentation will be despatched to you. A Personal Development Adviser will be allocated to help ensure that your portfolio meets requirements. You will also be entitled to attend a workshop on portfolio building and the business research project.

Once your portfolio is ready for submission, The Market Research Society will arrange for it to be assessed to confirm that standards have been reached.

If you are successful a certificate will be issued to you confirming that you have achieved Full Member status through the Intensive Professional Development Scheme.

## How much does it cost

The cost is £350 which includes registration, personal development advice and workshops, assessment and certification.



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## Intensive Professional Development Scheme

The Intensive Professional Development Scheme is available **only** to Associates (previously Members) and Affiliates seeking to upgrade to Full Membership (MMRS) using the learning opportunities related to their work and career profile.

- Please type or print clearly in BLOCK CAPITALS.
- Please remember to enclose all required documents and payment

### 1. Personal Details

Surname

Forenames

(preferred name for correspondence)

Title

Home address

Postcode

County

Country

Telephone number

Mobile number

E-mail address

Business address

Postcode

County

Country

Telephone number

Facsimile number

Mobile number

Please indicate where you wish correspondence to be directed to: Home  Business

### 2. Career Details

Are you self-employed?

Yes

No

Your current appointment

- Please enclose a typed curriculum vitae

Job Title

Date appointed

- Please enclose a role profile/ job description and organisation chart

### 3. Professional Membership/Qualification

Please enter your MRS Membership Number

Please list membership of any other relevant organisations. Please provide category of membership and year of entry to membership.

Organisation

Category

Year of entry



The Market Research Society processes the information provided by members and applicants for membership and their sponsors to enable it to carry out its activities in accordance with its objectives and for its administrative purposes.

We may publish the information in our Members' Handbook and make it available electronically on our Web site. We may also make it available to any person on request to enable them to contact you for any purpose other than direct marketing. If you do not wish the information to be disclosed in this way, please notify us in writing.

- The Society is occasionally approached by other organisations who wish to engage in direct marketing to its members. If you do not object to the Society disclosing the information it holds for these purposes, please tick this box.



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