



MRS Accredited Training Provider

Information & Application for Accredited Status

Name of Employer: _____

Address of Employer: _____

Name of person dealing with application: _____

Position of person dealing with application: _____

Tel Number: _____

Email Address: _____

With members in more than 50 countries, MRS is the world's leading authority on research and business intelligence.

MRS Accredited Training Provider Application Form
March 2023
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Contents

About MRS Accredited Training.....	4
MRS Accredited Training Provider	5
Benefits of being an MRS Accredited Training Provider	5
How to become accredited	5
Administration	6
Application Form	7
General Details	7
Programme Details.....	9
Trainers	12
Learning Resources	13
Quality Control of Training Provision and Trainer Standards.....	14
Submission Declaration	16
Appendix 1: Staff Outline:	17
Appendix 2: Professional Development Framework Learning Outcomes.....	18

About MRS Accredited Training

MRS has developed a professional development competency framework together with a set of membership standards, which set out the knowledge, skills and attitudes required from research, insight, analytics and marketing science practitioners as they develop within their careers.

This unique resource helps employers define what they need from their staff as they develop their businesses and assist employers in structuring professional development programmes to meet their needs.



To complement the framework and standards, MRS has developed an MRS Accredited Training approach which accredits employers' in-house training provision, giving employers external recognition of the quality of their training content and delivery, specifically identifying areas of learning and training provision which meet the MRS competency standards.

The MRS Accredited Training approach is flexible, recognising a wide range of provision, for example face to face, webinars, online; across a wide range of different employers whether large or small, and whatever their specialism. Developed in conjunction with employers, MRS Accredited Training is an essential business and staff development tool.

MRS Accredited Training Provider

Benefits of being an MRS Accredited Training Provider

- demonstrates employers' professional development commitment to clients and employees, **and** assists in attracting graduates to organisations
- gives researchers access to MRS Membership engaging them with the wider profession, accessing broader information about research via membership benefits which enriches the individual's understanding and feeds directly back into improving the employers business.
- recognises employer training provision within the MRS Continuous Professional Development (CPD) programme
- recognised as an entry route to MRS Certified Membership with MRS CPD
- assists in the structuring and benchmarking of employer's training programmes
- improves employee recruitment and retention
- improves staff motivation and morale
- gives recognition of world class employers

How to become accredited

Complete the Application Form. The completed *Application Form for Accredited Training Provider Status* enables the MRS to determine whether an organisation's training and learning programme is suitable for accreditation.

Information supplied in the completed form will help the MRS to determine:

- whether an organisation's programme covers an adequate proportion of the MRS Professional Development Framework - see Page 18 (including the MRS Code of Conduct).
- the MRS Member(s) associated with the programme
- the number of MRS CPD hours to be awarded (maximum 18 hours).
- whether there are adequate teaching and learning resources to support the programme.
- whether essential MRS requirements are adequately covered e.g. MRS Code of Conduct, Data Protection Act, and other ethical and legal requirements etc.

The completed *Application Form for Accredited Training Provider Status* should be sent to MRS with supporting documentation.

On receipt of the completed application form MRS will review against the MRS Professional Development Framework. The accreditation fee is £1,700 + VAT (2023/24 fee) for a 3-year period, which includes:

- use of MRS Accredited Training Provider Logo on promotional materials e.g. website, marketing materials, recruitment literature, etc
- listing of company and company logo, confirming accreditation status on the MRS Website – Accredited Training Provider Section
- recognition of training within MRS CPD programme
- waiver of MRS Membership joining fee for all participants on the programme

Administration

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

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

Tel: + 44 (0)20 7566 1881

Email: samantha.driscoll@mrs.org.uk

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

- current or planned training programme, with supporting documentation including mapping against the Professional Development Framework and Learning Outcomes
- a staff outline form for each staff member involved in delivering the programme
- policy for monitoring participant progress
- policies for monitoring the quality of training

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

Application Form

General Details

1. Title of training programme:

2. Number of training programmes which you propose to offer annually:

3. Proposed start and end dates of the first training programme leading to the MRS Accreditation:

Start (month/year): _____ End (month/year): _____

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

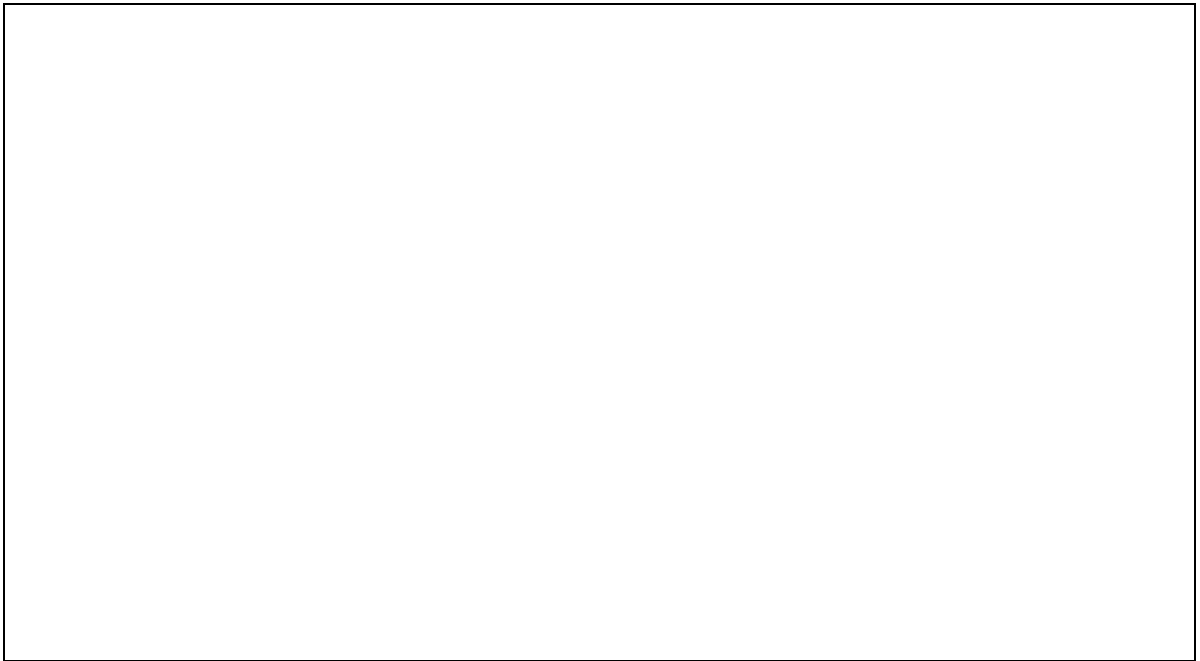
Min: _____ Max: _____

5. Name of MRS member associated with the delivery of the employer training programme:

6. Role of MRS member(s) with the programme:

7. If there is no MRS member attached to the tutor team, please give the name of the member of staff who will become an MRS member as part of the accreditation process:

8. Please give details of how you promote/intend to promote to participants the benefits of MRS membership and its services (e.g. MRS Code of Conduct).

A large, empty rectangular box with a thin black border, intended for the applicant to provide details on how they promote or intend to promote the benefits of MRS membership and its services to participants. The box is currently blank.

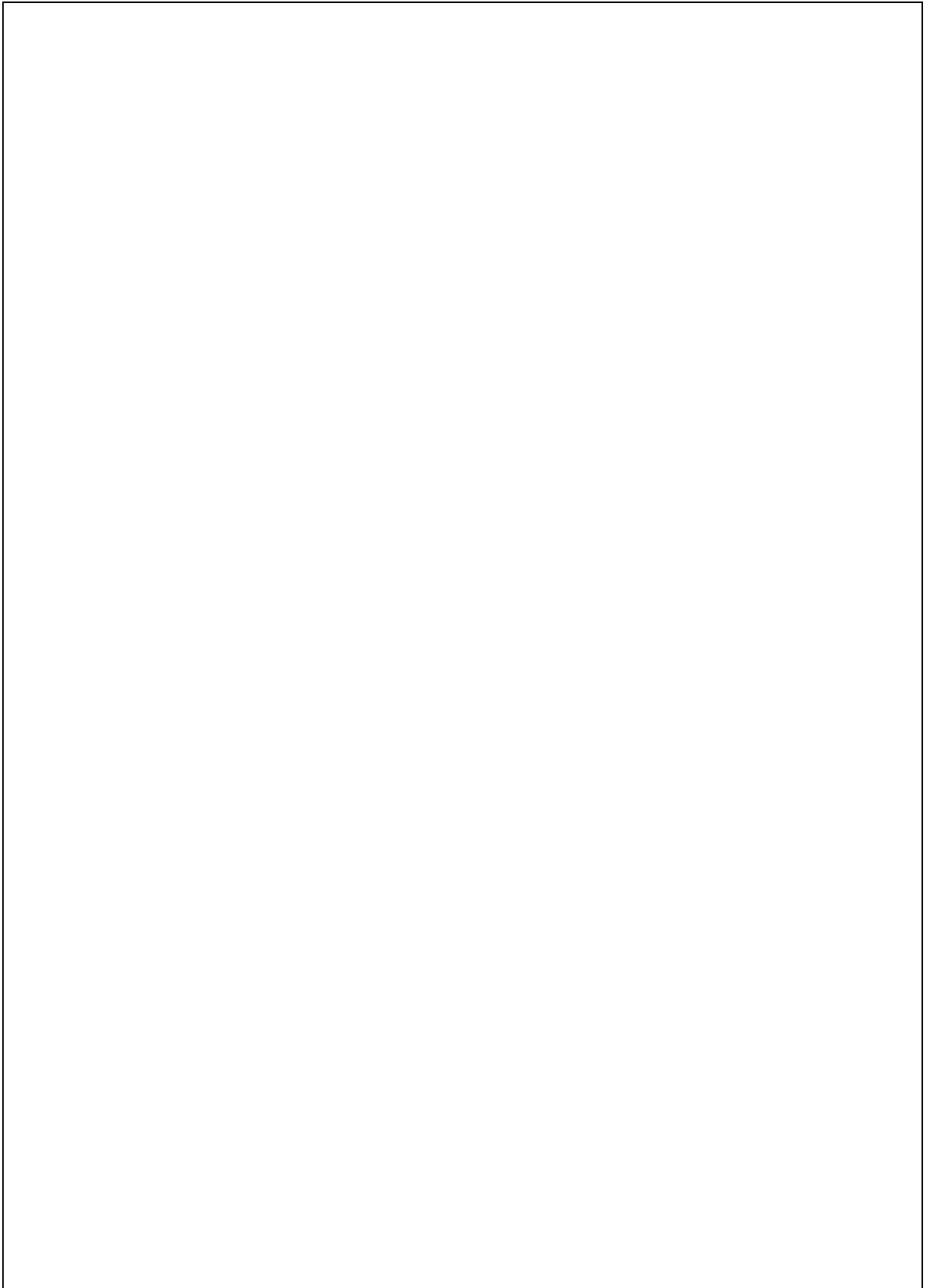
Programme Details

9. Please provide details of the programme to which this application refers, timetable, duration, content, trainers etc (NB – Please include a Course plan, Session length, Session titles, Session content, Learning outcomes, Mapping etc – please supply as much information as possible as this will speed up the process).

The information can be provided in a separate document to this application form.

10. Does the training programme have a mechanism for assessing participants learning, progress and engagement? For example, do participants have to complete any tasks/tests at the end of a session? Is there on-going monitoring or appraisals, etc? If so please provide outline details of the assessment mechanism.

11. Does the training programme include mentoring for participants as part of their continuing professional development? If so please provide outline details of the mentoring programme.



Trainers

12. Please enclose details of all staff who are involved in delivery of the training programme.

NB There should be at least one MRS member within the team of trainers. This is to ensure that ethical issues contained in the MRS Code of Conduct receive adequate coverage during the accredited training programme.

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

Please ensure the details include the following:

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

*A Staff Outline form is included in Appendix 1.

13. Please give details of trainer allocation within the programme. Provide a brief description of the role(s) for each member of the training team delivering the training programme.

Learning Resources

14. Please describe the learning resources available to support participants (e.g. training materials, webinars, books etc.)

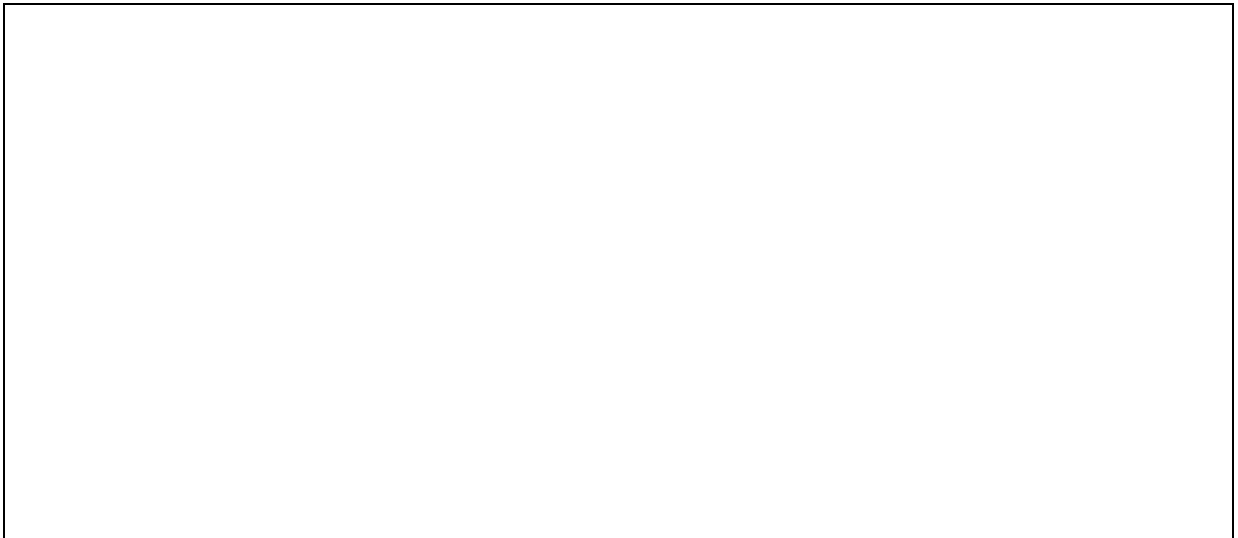
MRS recommends that 'Impact' magazine be made available to candidates as part of the Employer's learning resources. All Certified Members of MRS receive 'The International Journal of Market Research' as a membership benefit. All members of MRS receive 'Impact' as a membership benefit.

Quality Control of Training Provision and Trainer Standards

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

16. Please outline the procedures used for monitoring the quality of teaching on the training programme. Enclose your policy statements (if available).

17. How are participants' comments/feedback gathered, reviewed and acted upon?
Enclose a copy of feedback questionnaire (if available).

A large, empty rectangular box with a thin black border, intended for the applicant to provide details on how participant feedback is handled and to enclose a copy of the feedback questionnaire if available.

Submission Declaration

This application has been completed by:

Name

Job Title

Signature

Date

Appendix 1: Staff Outline:

Please submit one form per member of tuition team.

Name: _____

Position: _____

Role on programme: _____

Academic & Professional Qualifications: Please give name of awarding institution and date of award:

Membership of Professional Bodies: Please give name of body and level of membership:

Summary of teaching experience/subject specialism(s):

Summary of industrial/commercial knowledge and/or experience (if applicable):

Appendix 2: Professional Development Framework Learning Outcomes

MRS Professional Development Framework

Mapping yourself to become a skilled and competent research, insight, analytics and marketing sciences professional.

The MRS professional development framework identifies the key functions and associated principal activities undertaken by the research, insight, analytics and marketing sciences professional, from core skills to business leadership. It has been designed to be relevant and applicable to professionals in all sectors, industries and in organisations of all shapes and sizes.

To really make the most of the MRS professional development framework individuals can register for the MRS Continuous Professional Development (CPD) programme, as part of their MRS membership. Enabling them to plan their future career and development needs and gain recognition by upgrading to MRS Certified Member Status.

The CPD programme is managed through an own online portal where individuals can create their personal development plan utilising the MRS professional development framework, then simply record all learning and development activities undertaken over the year, reflect on learning outcomes, track and record progress and plan your future needs.

To find out more visit: mrs.org.uk/cpd

Explore further by clicking the various segments to view the detailed competencies and skills requirements.



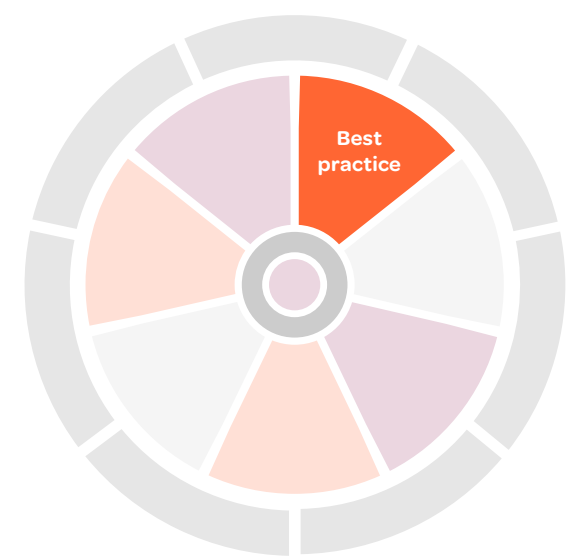
Understand and apply best practice to provide ethical and quality based research decisions

MRS champions the highest ethical, commercial and methodological practices in research, providing fair regulation, clear guidance and practical advice.

Ensures that the delivery of research results are built upon a rigorous ethical framework to create informed and quality based business decisions.

Skills

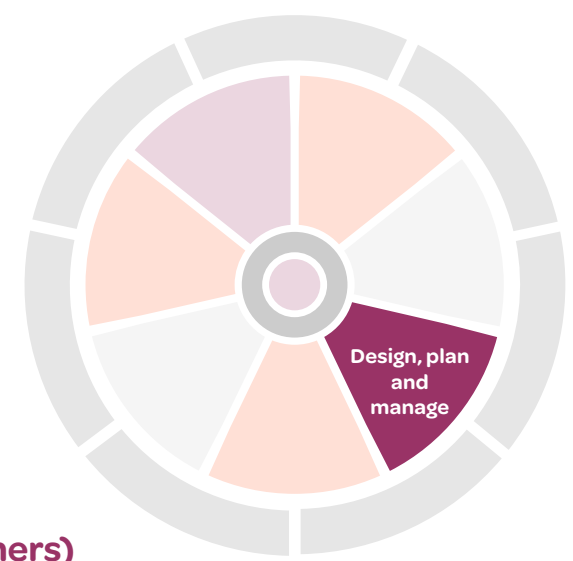
1. Understand and apply the MRS Code of Conduct when undertaking research and insight activities
2. Understand and apply relevant legislation when undertaking research and insight activities e.g. the Data Protection Act in the UK
3. Understand and apply relevant quality assurance requirements e.g. ISO 20252, ISO 26362, ISO 9001, IQCS



Design, plan and manage research projects

The role of market and social research is vital in informing and driving effective decision-making in both commerce and society.

Ensures that the research provided is formed from a clear practical understanding of the core principles underpinning all stages in the research process, from design to delivery of results.



Skills (Supply-side researchers)

1. Understand the broad context of research
2. Identify and define research objectives and requirements
3. Evaluate and select appropriate research solutions for given research contexts
4. Determine realistic timescales and budget requirements
5. Recommend approach research methodology(s) for collecting the required information within agreed budget and timescale
6. Identify and select appropriate samples and sources of information
7. Prepare research proposals
8. Plan and implement research projects to ensure they are effectively managed and delivered
9. Identify risks and how these can be mitigated
10. Brief and manage people responsible for elements of research implementation
11. Analyse data and identify research findings
12. Prepare research reports
13. Present and communicate research findings to clients

Skills (Client-side researchers)

1. Understand the broad context of research
2. Identify and define research objectives and requirements
3. Evaluate and select appropriate research solutions for given research contexts
4. Determine realistic timescales and budget requirements
5. Prepare research briefs
6. Determine appropriate procedures for selecting suitable research suppliers
7. Implement supplier selection procedures to identify suitable suppliers
8. Manage research suppliers to ensure projects are effectively delivered
9. Identify risks and how these can be mitigated
10. Brief and manage people responsible for research implementation
11. Interpret research findings for internal stakeholder requirements
12. Tailor research findings and insights suitable for communication with internal stakeholders
13. Present and communicate research findings to internal stakeholder

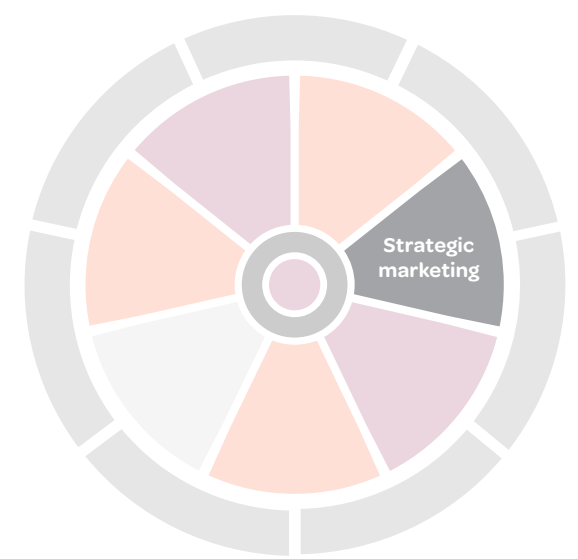
Provide strategic marketing intelligence & customer insight

Research and insight is vital in influencing strategic decisions for an organisation. It is a key element of the professional development framework and looks to widen your skills from basic research principles to developing you as a leader informing strategic change for your business and/or client.

Ensures the intelligence and insight provided offers your organisation or client strategic direction through the delivery of actionable research results.

Skills

1. Provide actionable recommendations to inform strategic business decisions based upon quality research and insight
2. Evaluate behaviour change from marketing communication exercises
3. Evaluate and select appropriate research solutions for given research contexts
4. Undertake competitor analysis and provide intelligence
5. Manage the elements of the marketing communication and/or research and insight process
6. Understand the application of insight within an organisation for business success



Manage and lead research operations

Managing and leading research projects involves a number of key operational tasks from, planning resource, leading team members, commissioning suppliers, recruiting interviewers and managing the research budget.

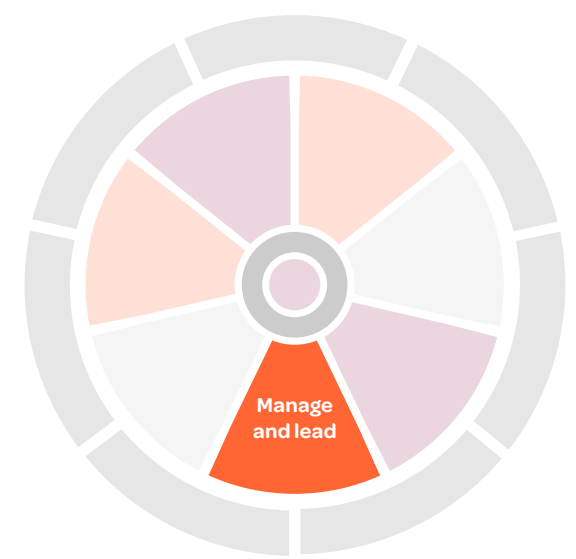
Research operations are a key part in the delivery of research ensuring that the project and associated processes are managed efficiently, on time and to budget.

Skills (Supply-side researchers)

1. Establish broad understanding of research techniques and methodologies, including strengths and weaknesses in given contexts
2. Prepare research proposals
3. Plan and manage required resource (internally and externally) on schedule
4. Set and manage research budget
5. Manage research subcontractors or third parties
6. Lead research team

Skills (Client-side researchers)

1. Establish broad understanding of research techniques and methodologies, including strengths and weaknesses in given contexts
2. Prepare research briefs
3. Plan and manage required resource (internally and externally) on schedule
4. Set and manage research and insight budget
5. Manage research providers or third parties
6. Lead research and insight teams



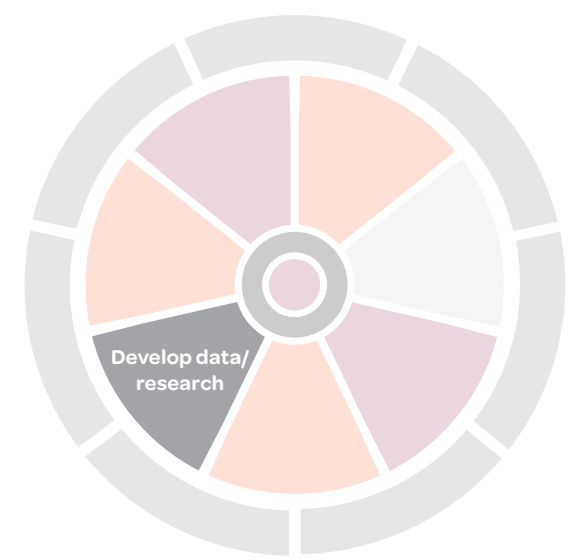
Use and develop marketing and customer data/research

With the evolution of big data managing your business intelligence can mean dealing with a variety of information sources; your customer database, external data sources and research results. Integrating these streams of insight and intelligence can expose new understanding and strategic direction for your organisation or client.

Utilising and integrating multiple data sources to provide deeper levels of insight and intelligence for your organisation or client.

Skills

1. Understand and apply appropriate data collection methodology(s) using research techniques, internal or external data sources, etc
2. Understand and establish relevant data protocols, understand client's data needs, implementing for example relevant data legislation (e.g. Data Protection Act 1998) and/or quality requirements
3. Evaluate and select appropriate quantitative or qualitative data collection tools
4. Understand and apply quantitative statistical and data modelling techniques and/or qualitative techniques
5. Understand and apply data and/or customer segmentation techniques
6. Understand and apply data techniques for the analysis and interpretation of multiple data sets and/or data sources
7. Understand and deploy appropriate techniques for the interpretation of findings e.g. visualisation, storytelling, etc.



Lead cutting-edge thinking and innovative techniques

Research, insight and intelligence techniques are continually evolving, providing new and cutting-edge ways to get to the heart of the consumer and citizen. Research leads the development of these new techniques challenging and influencing the business world.

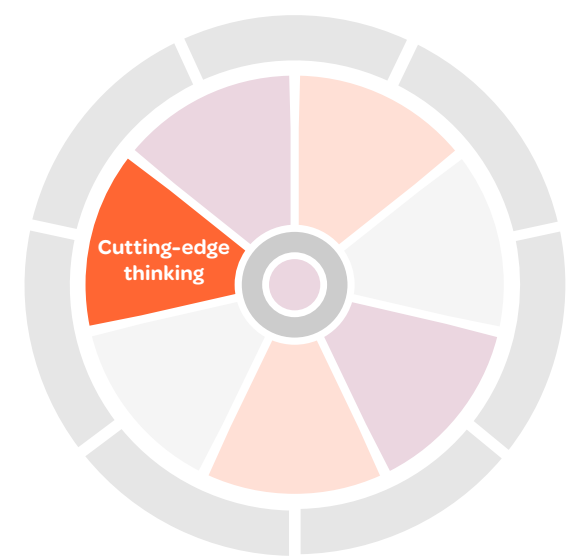
Ensures the research world is continually evolving offering the business world new and engaging ways to understand consumers and society.

Skills (Supply-side researchers)

1. Develop research speciality(s) as required e.g. qualitative, quantitative, statistics co-creation, semiotics, neuroscience, etc
2. Lead the development of new research techniques
3. Understand and apply new research and insight techniques
4. Apply ideation techniques with relevant stakeholders (internally and externally) to inspire new work

Skills (Client-side researchers)

1. Develop research speciality(s) as required, e.g. research techniques, broader marketing mix requirements, leading the application of insight, etc
2. Evaluate and deploy the development of new research techniques as required
3. Evaluate and select new research and insight techniques as appropriate
4. Evaluate and deploy ideation techniques (internally and externally) to inspire new work



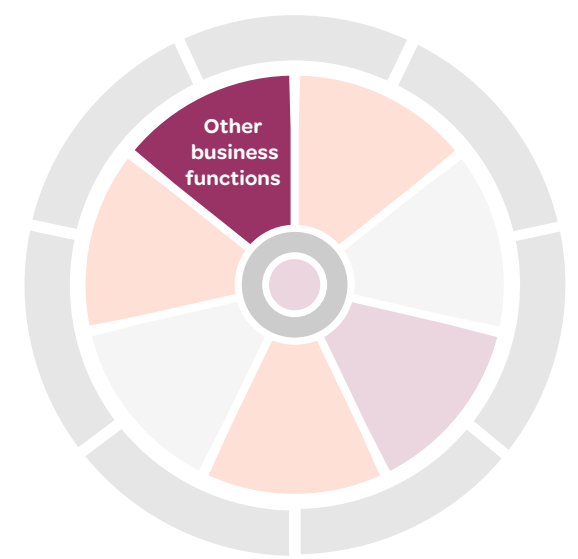
Work with other business functions and third parties

To deliver true business strategy and innovation it is essential that the research and insight teams work effectively with other areas of the organisation whether that be the marketing team, CSR department, finance teams, board directors, customer teams and many many more. Enabling the intelligence to be leveraged throughout the organisation and developing your skills as a business leader.

Ensures the effectiveness of research and insight by integrating and communicating its value throughout the organisation whilst informing strategic direction of your organisation/or client.

Skills

1. Communicate purposes and objectives to team members and other internal departments
2. Involve and effectively manage research teams and/or subcontractors
3. Develop personal effectiveness skills to ensure impact across the business
4. Encourage, steer and support other teams in meeting business objectives
5. Create a climate of trust and mutual respect, successfully collaborating with other departments and stakeholders



Stakeholder Management

The development of your stakeholder management skills enables you to interpret and influence both the external and internal stakeholders within your business environments and create positive relationships.

Skills

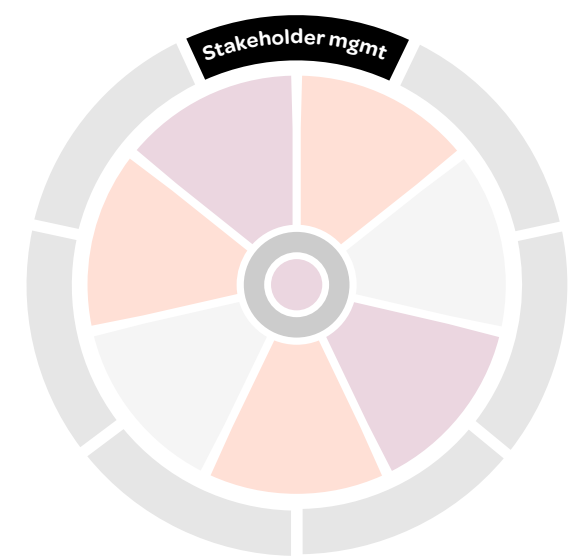
1. Identify key stakeholders and establish relationships with internal and external stakeholders

2. Prioritise importance of different stakeholders and stakeholder groups (internally and externally) and establish the needs of each individual and/or group

3. Establish relevant corporate policies and actions for each stakeholder group

4. Develop and agree communications strategies for building and managing good relationships with identified stakeholders and groups

6. Monitor the effectiveness of stakeholder management strategies

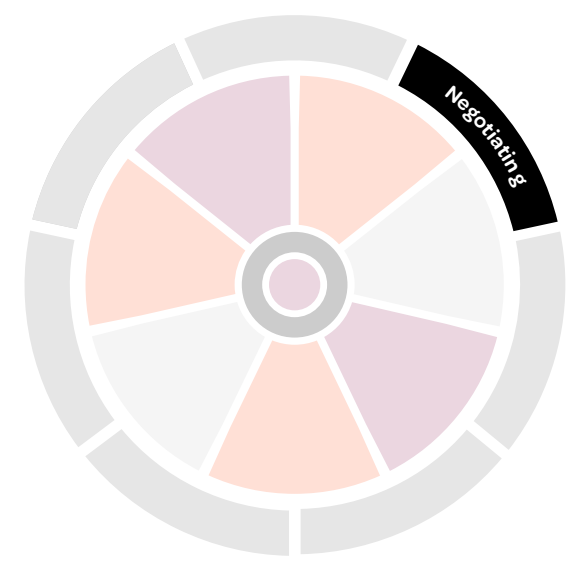


Influencing & Negotiating

An understanding of how to influence others and how to negotiate skilfully are crucial skills to learn in today's business climate, whether upwards or sideways within your own organisation, or with external clients or suppliers.

Skills

1. Establish and prioritise objectives and any compromise negotiation positions
2. Identify key stakeholder, internal and external, likely to influence desired objectives
3. Research and identify the strength of any negotiation positions and likely counter positions
4. Identify any potential challenges in negotiations and devise solutions to overcome these
5. Fully brief all parties involved in delivering any negotiation positions
6. Identify and communicate with individual stakeholders that may assist in delivering desired objectives
7. Devise different strategies to enable alternative negotiation positions to be delivered to obtain desired results
8. Maintain clear and accurate records of negotiations, outcomes and agreements achieved

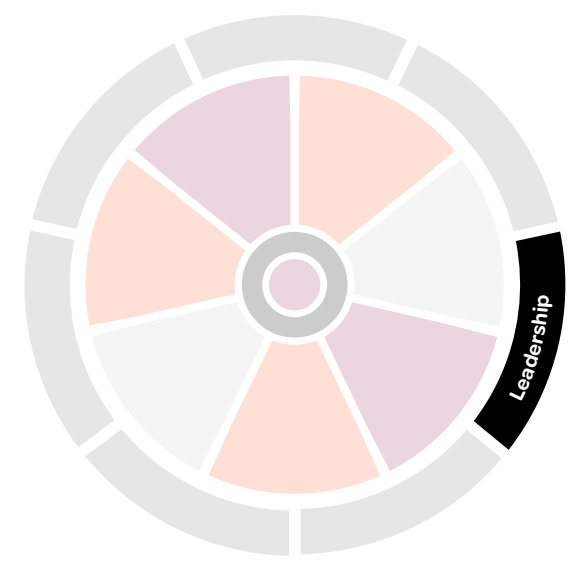


Leadership & Managing People

Developing your leadership and people management skills are core to enabling you to use fundamental principles of human behaviour and communication to engage and motivate employees and colleagues towards a common goal. These attributes will help you develop as a leader within your organisation.

Skills

1. Establish vision relating to areas of responsibility and communicate vision together with supporting objectives and operational plans
2. Ensure that team members and related stakeholders understand relevant vision, objectives and operational plans
3. Guide team members and stakeholders, and when appropriate empower individuals, to deliver relevant vision, objectives and operational plans
4. Establish targets and monitoring processes for self, team and stakeholders to ensure that relevant vision, objectives and operational plans are delivered
5. Develop a range of leadership styles and select and apply these as appropriate to situations and people
6. Deploy guidance, mentoring and/or coaching skills as appropriate in order to achieve vision, objectives and operational plans
7. Motivate and support team members and stakeholders, providing recognition when individuals successfully meet vision, objectives and/or operational plans
8. Develop mechanisms to establish feedback from team members and stakeholders on personal performance, and address issues that arise
9. Review plans, responsibilities and objectives periodically and in light of any relevant change in circumstances

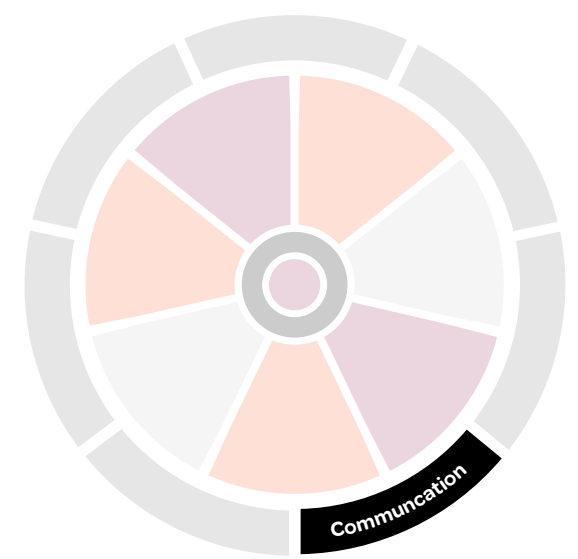


Communication Skills

Effective communication skills; verbal, written and presentation, are key to developing your relationships both within and outside the organisation and for your message and recommendations to be effectively interpreted and applied.

Skills

1. Identify and clarify stakeholder communication needs and preferences, including any communication challenges
2. Develop and implement communication strategies appropriate for your stakeholders
3. Assess communication skills identifying strength and weaknesses
4. Develop a plan to address any communication weaknesses
5. Implement plans to address weaknesses, and monitor effectiveness of steps taken
6. Adapt communication skills to address stakeholders' needs, preferences and to address any specific challenges
7. Seek assistance and support when communication fails to meet the needs of stakeholders

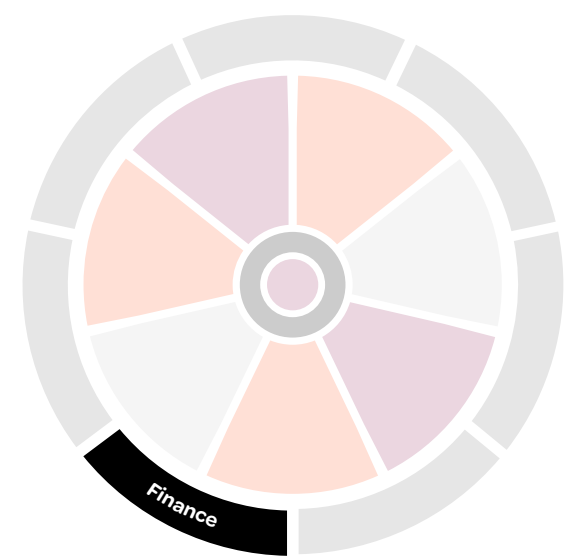


Business & Finance

Developing your business & finance skills are fundamental to enhancing your knowledge in the wider business context, topics include: strategic planning, people & organisations, the role of marketing in business and financial management.

Skills

1. Identify and confirm personal financial and business responsibilities
2. Determine and plan relevant financial and business objectives
3. Understand financial and business responsibilities and how these fit into the wider business
4. Identify and agree key performance measures and methods for monitoring and evaluating performance against objectives



Personal Effectiveness

Enhancing your personal effectiveness skills enables you to progress your personal profile and contribution within your organisation. Developing your abilities to influence others, advance your career, build your network and become an expert in your field.

Skills

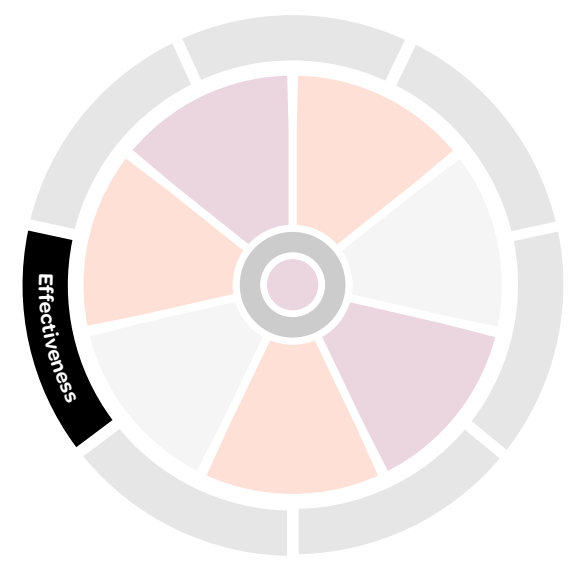
1. Assess and identify personal effectiveness including strengths and weaknesses

2. Identify and work with individuals to assist in developing personal skills, particularly addressing areas of weaknesses

3. Develop skills working effectively as part of a team, understand your role and responsibilities and how this relates to others

4. Set personal development targets, including addressing identified weaknesses, and develop approaches to enable these targets to be met

5. Assist others in developing their knowledge and skills



Client Relationship Management

Client relationship management looks to develop your commercial awareness, activities and skills to retain and manage your business relationships with existing clients more effectively.

Skills

1. Be accountable for appropriate standards of account management services with customers and clients and internal stakeholders
2. Design, implement and maintain strategies, policies, plans and standards for relationship management activities and deliverables
3. Manage the quality and effectiveness of business relationship activities with departments, functions, customers and clients
4. Establish clear and trusted relationships with internal and external senior decision makers and leaders
5. Develop networking skills to manage existing accounts and to source new clients
6. Acquire confidence of internal stakeholders and external customers and suppliers through effective sales, account management and business development techniques

