Your guide to the MRS qualifications
Welcome

The Market Research Society (MRS) is the world’s largest international membership organisation for professional researchers and others engaged or interested in market, opinion and social research. MRS members can be found at all levels of seniority in agencies, consultancies, client-side organisations, the public sector and the academic community.

Being a Market Researcher

Market research skills are vital for individuals wishing to expand and enhance their skill set or for businesses seeking a commercial opportunity or to grow their business.

From discovering a gap in the market to ensuring customer satisfaction and planning effective marketing campaigns, research can provide the market intelligence needed to create success, enhance competitiveness and maximise profits.

Insight through research can help target products and services to make them more profitable, new markets can be investigated, and the understanding of market trends can be assessed and strategies adjusted to benefit companies and businesses.

Boost your earning potential

Studying the MRS gives you the knowledge and skills to succeed and go further in your career.

The Advanced Certificate is ideal for people in all areas of research (buyers, suppliers and operations staff, undergraduates, postgraduates, market and social researchers) from a broad range of employers (large and small agencies, local and national government, FTSE 500 companies, consultancies, financial institutions, charities).

The Diploma is designed for those preparing to move into a senior research role, with either a methodological or business focus, working as a research provider or buyer.

<table>
<thead>
<tr>
<th>Position</th>
<th>Annual Salary*</th>
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<tbody>
<tr>
<td>Marketing Coordinator</td>
<td>£27,000</td>
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<tr>
<td>Marketing Analyst</td>
<td>£32,500</td>
</tr>
<tr>
<td>Market Research</td>
<td>£37,500</td>
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</tbody>
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*Source: Total Jobs Salary Checker 2015
The MRS Qualification

Market research is integral to anyone working in the marketing or insight sector to understand their current and potential customers, markets and competitors.

What is the Market Research Society?
The Market Research Society (MRS) is the only awarding body officially recognised by the UK government to provide vocationally-related qualifications in market and social research. MRS qualifications represent the highest level of achievement in the sector.

For more details about the MRS visit mrs.org.uk.

Why study a MRS qualification?
Each year over 500 people from over 40 countries demonstrate their commitment to development by studying for an MRS qualification. The MRS is the world’s largest international membership organisation for professional researchers and others engaged or interested in market, opinion and social research.

Why choose BPP?
BPP is a leading specialist provider of professional education, delivering a range of industry-leading qualifications across a variety of sectors. We enjoy a trusted provider status for many of our clients and institutes and offer professional opportunities for our students to progress through their careers.

MRS Accreditation
BPP Learning Media is an accredited provider of both the Advanced Certificate and Diploma qualifications. Our accreditation demonstrates our commitment to student care and assures you will receive a high level of content and delivery, all of which reflect the MRS competency standards.

Choice of study modes
Our choice of study mode allows you to decide what suits your lifestyle and work commitments. We’ll provide you with sound support and guidance throughout your studies, ensuring you are informed and guided throughout.

Tutors
Our tutors are industry experts, all having worked in market research and industry for a substantial proportion of their careers. Choosing to study with a tutor assures you that you will receive quality guidance and feedback throughout, particularly focussing on the tricky Integrated Assignment element of your assessments.

Study materials
Our study materials are designed to help you succeed, provide information and guidance throughout your course and reflect the MRS syllabus.

Learning Resources site
A new online portal where you can access all study materials in electronic format, as well as all forms and administrative content required for your course.

Personalised Timetable
Your timetable will be structured around your mode of study and tailored specifically to you. The timetable is a highly useful tool as it guides you through the course and ensures you are on track to meet your assessment due dates.

Outstanding pass rates*

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Pass Rate</th>
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</thead>
</table>
| Advanced Certificate | 74% pass rate via Tutor route  
|                   | 60% pass rate via Essentials route |
| Diploma           | 86% pass rate (over all 5 units)    |

*Based on June 2015 results
Studying the MRS

Which level should I study?
The Advanced Certificate draws on best practice across the profession and is designed for those with limited experience in market or social research, for those who would benefit from a greater knowledge of the research process or for those who wish to enter the research profession.
The Diploma is for those already in market research who wish to specialise in their profession and enhance their skills via a thorough and in-depth qualification.

Advanced Certificate

What are the entry requirements?
To study the Advanced Certificate you should normally have one of the following:
• One year or more of relevant experience in market or social research
• MRS Certificate in Market & Social Research
• Satisfactory nomination by employer
• Satisfactory nomination by course tutor, in cases where the Advanced Certificate is being taken alongside an undergraduate degree
• 2 A Levels (or equivalent)
Additionally, MRS recommends:
• Mathematics and English GCSE, at Grade C or above
(or equivalent)

English language
The English requirement for this course is Cambridge English: Advanced Proficiency 175 with no less than 162 in each component or equivalent. All candidates must have a good command of written and spoken English.

What is involved in the assessment?
Both Tutor Route and Essentials Route study modes require you to pass two assessment methods:
• A 3,500–4,000 word coursework assignment (the Integrated Assignment)
• A written exam lasting 2 hours 30 minutes
There are two assessment periods per year in January and June.
The Advanced Certificate can be completed in 6 months, and is estimated to require approximately 90 hours of study and 30 hours of coursework.

Ways to study the Advanced Certificate

i. Tutor Route
   By choosing the Tutor Route you receive access to one of BPP Learning Media’s tutors who will provide you with support throughout your course. The tutors will offer guidance and feedback on your Integrated Assignment as you progress through the drafting process. The tutor team will also review your practice exam and give you detailed feedback on your exam technique.

ii. Essentials Route
   The Essential Route is a self-study option for students who feel they do not require additional support. You are provided with your personalised timetable and our distance learning study materials which you will use to work through the course and prepare yourself for the assessments.

iii. Enhanced Essentials Route
   If you feel you need additional support part way through your studies, we provide options to enhance your Essentials Route mode of study. These include:
   • IA tutor guidance
   • 1 round of tutor feedback £79
   • 2 rounds of tutor feedback £99
   • Practice Exam feedback
   • Feedback from a tutor on an exam attempt £120

Diploma

What are the entry requirements?
To study the Diploma you should normally have one of the following:
• A minimum of three year’s work experience in a research-related role; or
• A degree or appropriate professional qualification which contained a significant research component and a minimum of two year’s work experience in a research-related role; or
• A minimum of three year’s work experience in a research-related role and evidence of training within that role.

English language
The English requirement for this course is Cambridge English: Advanced Proficiency 175 with no less than 162 in each component or equivalent. All candidates must have a good command of written and spoken English.

What is involved in the assessment?
• Units 1* and 5 are assessed by written examination
• Unit 2 is assessed by four written assignments (5,000 – 6,750 words in total)
• Units 3 and 4 are assessed by written assignment (4,500 – 5,000 words)
Candidates must complete Units 1, 2 and 5 with a choice of Units 3 or 4.
• Unit 1: Marketing Research and Information
• Unit 2: The Principles and Practice of Market & Social Research
• Unit 3: The Analysis and Interpretation of Quantitative Market & Social Research Data
• Unit 4: The Analysis and Interpretation of Qualitative Data
• Unit 5: Case Studies in Market & Social Research
There are two assessment periods per year in June and December.
Completion of the Diploma is estimated to require approximately 2 years/300 hours of study.

Ways to study the Diploma
For exam-based assessments (Units 1 and 5), tutors are available to answer any queries you might have as you work through the study material, and to provide advice and support to help you pass your exams.
For assignment-based assessments (Units 2, 3 and 4), you will submit draft versions of assignments to tutors who will offer constructive guidance and feedback. Tutors will also be available to help with any queries you may have about the topics being studied.

*Unit 1 Fast Track
Candidates who have successfully completed the MRS Advanced Certificate qualification can follow our fast track course for Unit 1 of the MRS Diploma qualification, choosing either an Essentials Route or Tutor Route mode of study. Visit www.bpp.com/mrs or email mrsbpp@bpp.com for more information.
How much do the MRS courses cost?

### Advanced Certificate

<table>
<thead>
<tr>
<th>Route</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Tutor Route</td>
<td>£1103.40</td>
</tr>
<tr>
<td>Essentials Route</td>
<td>£671.40</td>
</tr>
</tbody>
</table>

### Diploma

<table>
<thead>
<tr>
<th>Route</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit 1 Fast Track</td>
<td>£1055.00</td>
</tr>
<tr>
<td>Unit 1 Comprehensive Route</td>
<td>£1350.00</td>
</tr>
<tr>
<td>Unit 2-4 (per unit)</td>
<td>£1150.00</td>
</tr>
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Your employer could help sponsor you with the cost of your qualification, please email mrsbpp@bpp.com for more information.

### Corporate discount

For companies who enrol multiple students to a cohort, we can offer the following discounts:

- 3–4 students = 5% discount per student
- 5 or more students = 7.5% discount per student
- All units purchased at once (Diploma only) = 10% discount

“...My tutor was very good, very helpful and kept me heading in the right direction. Most of all, I would say the tutor system was most useful for me as it gave me specific dates to finish specific parts of the IA, which pushed me to get things done!”

MRS student
Your study materials

BPP Learning Media publishes world-class study materials for qualifications taught by BPP. Our materials are sold in around 170 countries worldwide and are renowned for their quality and ability to successfully help students through their studies.

As part of your MRS course of study, you receive both paper and electronic versions of the study materials which are based around the MRS syllabus and cover all the knowledge you will need in your assignment and exam.

Included in your study materials are:

- **Study Text** - covers the syllabus and provides activities and learning tools to help you acquire the necessary knowledge
- **Practice & Revision Kit** - contains a bank of exam standard questions and answers
- **Passcards** - pocket-sized spiral bound cards which provide revision notes in a user-friendly format
- **Learning Resources Site** - a new online portal where you can access all study materials in electronic format

Your steps to becoming qualified

1. **Decide on your course**
   Read through this guide to determine which level and mode of study is right for you. You can contact us at mrsbpp@bpp.com if you need further information.

2. **Book on to your course**
   Complete an enrolment form and submit to mrsbpp@bpp.com with your payment details.

3. **Register for your assessment**
   You must register with the MRS professional body in order to be able to sit the assessments. Your registration fee is included in your course price and you will receive an exam registration request part-way through your course.

4. **Study and qualify**
   Develop your skills and underpin them with knowledge. If you elect to take tutor support, your tutor will be in contact with you before and during the course and will always be on hand to provide support. Immerse yourself in your studies and work towards achieving a recognised professional qualification to enhance your CV.

5. **Take your next steps**
   It’s up to you what you do after you qualify. As you will be enrolled on an MRS Qualification study programme, you are eligible to become a member of MRS at a 50% discount (first year only, with no joining fee). Visit the MRS website mrs.org.uk/individual_membership for more information.