What is the Market Research Society (MRS)?

With members in more than 70 countries, 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.

MRS is the only awarding body officially recognised by the UK government to provide vocationally-related qualifications in market and social research. MRS qualifications are linked to the UK’s National Qualifications Framework and are designed to suit a wide range of candidates. For more details about MRS visit mrs.org.uk.

Why study Market Research?

Market research is vital for businesses seeking a commercial opportunity or for firms looking 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 encourage success, enhance competitiveness and maximise profits. It can help target products and services to make them more profitable. New markets can be investigated. Insight into market trends can be assessed and business plans adjusted to advantage.

The Diploma in Market and Social Research Practice

The Diploma is part of a family of qualifications offered by MRS. It is designed to enable experienced research practitioners working either within research agencies or in client-side research departments to develop high-level research skills. Successful completion of the Diploma enables the candidate to apply for Full Membership of MRS.
MRS Diploma Qualification

Developed by MRS and drawing on best practice across the profession, the Diploma is designed to enable candidates to examine thoroughly the principles underlying a wide range of research practice, and to design and evaluate research practice based on a firm understanding of those principles.

The Diploma is designed principally for:
- Experienced market research practitioners wishing to extend or formalise their knowledge

What does the Diploma cover?
Candidates must complete Units 1, 2, 5 and either Unit 3 or Unit 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 Collection, Analysis and Interpretation of Qualitative Data
- Unit 5 - Case Studies in Market & Social Research

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).

There are two sittings of the exams each year, in June and December. Completion of the Diploma is estimated to require approximately 300 hours of study.

* Please note students should complete MRS Diploma within 4 years of registration.
BPP Learning Media’s Distance Learning Courses

BPP Learning Media is an accredited provider of distance learning courses for the MRS Advanced Certificate qualification. Our pass rates are consistently higher than the national pass rates.

The distance learning materials are precisely targeted to the syllabus and packed with activities and learning hints.

As a distance learning student, you can study in two ways:

- Study Materials
- e-Tutor Support

Study Materials
The distance learning study materials are precisely targeted to the syllabus and prepare you in the best way possible for the exams you will face and the assignments you will need to prepare. For each unit we will be offering one or more products from a range to include:

Here’s what you get:

- Study material – a detailed work programme which guides you through MRS’s recommended reading, explains how to approach and prepare the assignments, and provides practice assignments for you to attempt
- 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-size, spiral-bound cards which provide revision notes in a user-friendly format

e-Tutor Support
BPP Learning Media’s team of e-tutors are experienced market research practitioners who offer support and help to students via email.

For exam-based assessments (Units 1 and 5), e-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 units, you submit draft versions of assignments to e-tutors, who will offer constructive feedback. E-tutors will also be available to help with any queries you may have about the topics being studied.

Registration
Material will be dispatched immediately to allow studying to commence. Access to e-tutor support commences a maximum of 26 weeks before the exam.

Entry Requirements
Candidates for the Diploma should have one or more of the following:

- The MRS Advanced Certificate and a minimum of one year’s post-qualification experience in a research-related role
- The Marketing Research and Information module of the CIM level 4 qualification and a minimum of one year’s post-qualification experience in a research-related role
- A degree or appropriate professional qualification which contained a significant research component, and a minimum of two years’ work experience in a research-related role
- A minimum of three years’ work experience in a research-related role and evidence of training within that role

Fast Track for Unit 1
Candidates who have successfully completed the MRS Advanced Certificate qualification can follow our FAST TRACK course for Unit 1 of the MRS Diploma qualification. Visit bpp.com/mrs or email mrsbpp@bpp.com for more information.

Exam dates and prices
For more information on the MRS Diploma qualification, or to download a brochure or registration form, please visit our website at bpp.com/mrs. Alternatively, email your MRS queries to mrsbpp@bpp.com.