

# Market Research Foundation Course

*(Market Research Society of Malaysia in collaboration with MRS UK) 2016*



The Market Research Society of Malaysia (MRSM) is proud to announce the 2016 wave of MRSM Marketing and Social Research Foundations course, in Kuala Lumpur.

The course is designed for those young research professionals who are seeking excellence in research and also global employability and have less than two years of experience in the industry (client or agency side).



## **COURSE STRUCTURE**

The course is a single unit qualification, comprising modules and an integrated assignment, as well as a final examination (conducted by the MRS UK).

Upon successfully passing the examination and assignment, successful participants **will be issued the Advanced Certificate in Market and Social Research.**

During the course participants would need to :

- Attend the classroom instruction sessions and participate in the practical exercises.
- Complete an integrated assignment, requiring participants to prepare a brief and proposal for a research project. The assignment would require participants to integrate their knowledge across all course modules.
- Attend tutorial sessions to prepare for the MRS UK exam
- Successfully pass the written examination conducted in the last week of January 2017 by the MRS UK.

## **COURSE CONDUCTOR**

John Smurthwaite ex-TNS, supported by the MRSM Training & Development team will be responsible for organizing and conducting the course.

## **VENUE**

MRSM member agencies' training facilities. Venue details will be confirmed shortly.

## **TIMELINES**

- Course Launch Date: October 12th, 2016
- Sessions : 6 full day sessions between September and December, 2016, as below:

<b>Day</b>	<b>Date</b>
1	Wednesday, 12 <sup>th</sup> Oct 2016
2	Wednesday, 26 <sup>th</sup> Oct 2016
3	Wednesday, 16 <sup>th</sup> Nov 2016
4	Wednesday, 23 <sup>rd</sup> Nov 2016
5	Wednesday 7 <sup>th</sup> Dec 2016
6	Wednesday, 14 <sup>th</sup> Dec 2016

- Exam preparation/revision – two afternoons/evenings in January 2017 (Jan 3<sup>rd</sup> and Jan 10<sup>th</sup>, 2017)
- Final MRS UK Exam: Jan 25, 2017

## **COSTS**

A total RM2,200 per participant if sitting for exam  
And RM1,500 if not sitting for exam

This includes fees for all classroom sessions, course material preparation and distribution and payments that need to be made to the MRS for the final exam.

## **OUTLINE**

- Primary and secondary research data collection such as online, CATI, face to face as well as new techniques including social media methods.
- Quantitative techniques such as tracking, U&A, ad testing, product testing, media research, panels and retail audits.
- Digital Methodologies, Social Media research, Big Data.
- Questionnaire design
- Sample selection such as random and quota as well as weighting data
- Basic statistics for market research
- Qualitative methodologies such as focus group discussions and in-depth interviews and ethnography including projective techniques. Taking a brief and making a proposal
- Reporting and analysis
- Data Protection issues and Professional Standards

## **CONTACT**

To sign up for the course please contact - Ms Li Lian at

Nova Business Services

<[finance@novabizservices.com](mailto:finance@novabizservices.com)>