

# Course calendar and materials

## Spring 2019

### About the course calendar

Our semester has 12 teaching weeks, and you'll attend classes in seven of them. Depending on the course option you choose, these classes are either interactive online tutorials or face-to-face sessions. You'll begin writing your coursework shortly after the semester starts, and will receive practical guidance on it throughout. A six-week exam revision period follows the 12 teaching weeks. During this time you'll complete a series of mock exam tasks. You'll get personalised feedback on two of these tasks.

An overview of the course calendar is shown on the [next page](#). You'll receive a more detailed schedule once you sign up for the course.

### Course materials

All you need to buy for this course is the set textbook. We provide all the other materials. This includes a selection of relevant academic journal articles and research reports, as well as materials we've designed especially for you, such as our proposal template. If you're a member of the MRS, you can also access articles from the [International Journal of Market Research](#). Our students are eligible for discounted MRS membership.

The set text for the course is Yvonne McGivern's *The Practice of Market Research: An Introduction*, 4th edition. You can buy a paperback or a [Kindle book](#), or rent the e-book from [VitalSource](#). It's best to buy it before the course starts so you can start your reading in advance.



## MRS Advanced Certificate course calendar Spring 2019

This calendar shows the topic and activities for each week. Each date below is the Monday of that week.

Face-to-face classes are held from 1800–2000 on Mondays.

Online tutorials run from 1100–1200 and 1800–1900 BST/GMT on Tuesdays. If demand for tutorials is high, we will add a third tutorial from 1100–1200 BST/GMT on Mondays.

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|---|---|---|---|--|--|
|   |   |   |   | <b>21<sup>st</sup> Preparatory week</b><br>Start reading; test your audio setup if taking the online course                                    | <b>28<sup>th</sup> Writing effective client briefs</b><br>Attend your first class; choose a coursework topic |
| <b>January 2019</b>   |   |   |   |  |  |
|   | <b>4<sup>th</sup> Developing a research design and general approach</b><br>Watch relevant recordings  | <b>11<sup>th</sup> Writing compelling proposals</b><br>Attend class; begin writing coursework draft   | <b>18<sup>th</sup> HALF TERM</b><br><i>Take a break!</i>  | <b>25<sup>th</sup> STUDY WEEK</b><br>Submit partial coursework draft; watch recordings; discuss coursework research design with personal tutor |  |
| <b>February 2019</b>  |   |   |   |  |  |
|   | <b>4<sup>th</sup> Choosing cases (sampling)</b><br>Attend class; discuss coursework sampling approach with personal tutor                                     | <b>11<sup>th</sup> STUDY WEEK</b><br>Watch recordings; amend partial coursework draft based on feedback   | <b>18<sup>th</sup> Quantitative data collection &amp; analysis</b><br>Attend class; write coursework draft  | <b>25<sup>th</sup> STUDY WEEK</b><br><i>Watch recordings; write coursework draft</i>   |  |
| <b>March 2019</b>   |   |   |   |  |  |
| <b>1<sup>st</sup> Qualitative data collection &amp; analysis</b><br>Attend class; discuss coursework data collection & analysis with personal tutor | <b>8<sup>th</sup> Developing an ethically compliant, costed research project plan</b><br>Attend class; write coursework draft                                 | <b>15<sup>th</sup> EASTER BREAK</b><br>Enjoy the Easter holiday!  | <b>22<sup>nd</sup> EASTER BREAK</b><br>Enjoy the Easter holiday!  | <b>29<sup>th</sup> WRITING WEEK</b><br>Finalise and copy-edit coursework draft   |  |
| <b>April 2019</b>   |   |   |   |  |  |
|   | <b>6<sup>th</sup> Succeeding with the MRS Advanced Certificate exam</b><br>Attend class; submit full coursework draft; watch relevant recordings              | <b>13<sup>th</sup> Revision Week 1: Ethics and the uses of research</b><br>Complete two mock exam questions and do revision reading                       | <b>20<sup>th</sup> Revision Week 2: Research design, secondary data and social media research</b><br>Complete two mock exam questions and do revision reading | <b>27<sup>th</sup> Revision Week 3: Data collection</b><br>Complete three mock exam questions, one with tutor feedback; do revision reading    |  |
| <b>May 2019</b>   |   |   |   |  |  |
|   | <b>3<sup>rd</sup> Revision Week 4: Data analysis</b><br>Complete two mock exam questions and do revision reading; statistics quizzes; submit final coursework | <b>10<sup>th</sup> Revision Week 5: Sampling</b><br>Complete two mock exam questions, one of them with tutor feedback; do revision reading; sampling quiz | <b>17<sup>st</sup> Revision Week 6: Reporting &amp; communicating findings</b><br>Complete two mock exam questions and do revision reading                    | <b>24<sup>th</sup> EXAM WEEK</b><br>Final revision; take the exam  |  |
| <b>June 2019</b>  |   |   |   |  |  |