



Course calendar and materials

Spring 2021

How the MRS Advanced Certificate works

Our semester has 12 teaching weeks, and you'll attend live online tutorials 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.

How the calendar works

The calendar on the right shows the topic and activities for each week. The dates are Monday of a given 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.

Course materials

All you need to buy is the set textbook. We supply other materials, including a selection of relevant journal articles and reports. We also provide valuable resources that we've designed specifically for our students, such as our video lessons and our coursework success guide.

MRS members can also access articles from the International Journal of Market Research. Our students enjoy 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 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.

January

25th Preparatory week

Start reading; explore our online learning environment

February

1st Writing effective client briefs

Attend class; agree coursework topic with personal tutor

8th Developing a research design and general approach

Watch video lessons; read; begin with coursework

15th Half term break

Take time off, or get ahead on reading

22nd Writing compelling proposals

Attend class; continue with coursework

March

1st Study week

Submit partial coursework draft

8th Choosing cases (sampling)

Attend class; check in with personal tutor

15th Study week

Watch video lessons; read; get feedback on partial coursework draft

22nd Quantitative data collection and analysis

Attend class; check in with personal tutor

29th Easter break

Prepare your Easter egg hunt

April

5th Easter break

Enjoy some more time off

12th Qualitative data collection and analysis

Attend class

19th Study week

Watch video lessons; read; continue with coursework

26th Developing an ethically compliant, fully costed project plan

Attend class; check in with personal tutor

May

3rd Study week

Finalise and copy-edit coursework draft

10th Succeeding with the MRS Advanced Certificate exam

Attend class; submit full coursework draft

17th Revision 1: Ethics and the uses of research

Read; complete two mock exam tasks

24th Revision 2: Design, secondary data & social media research

Read; complete two mock exam tasks; get feedback on coursework draft

31st Revision 3: Data collection

Read; complete three mock exam questions, one with tutor feedback

June

7th Revision 4: Data analysis

Read; complete two mock exam tasks; submit final coursework draft

14th Revision 5: Sampling

Read; complete two mock exam tasks, one with tutor feedback

21st Revision 6: Reporting & communicating findings

Read; complete two mock exam tasks

28th Exam week

Final revision; take exam