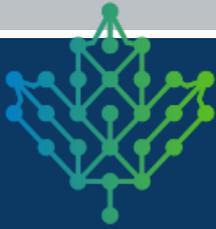


MRIA-ARIM ACADEMIC PARTNER PROGRAM



Marketing Research and
Intelligence Association

L'Association de la Recherche
et de l'Intelligence Marketing



WHAT?

- As an MRIA-ARIM accredited academic partner, your institution's program and its current faculty and students can now tap into extensive learning resources, member resources, portfolio promotion and showcase your academic brand including student projects, participation in annual conferences, and grow their access to tools and connections to advance in their careers, professional development, and skills training.

FOR AN ANNUAL FEE OF \$500

- Featured logo on sites and communications wherever academic partners are mentioned.
- Opportunities for one faculty lead and liaison to serve on the peer reviewer board for exam content. This same person could be the point of contact for MRIA-ARIM relations or not.
- Features of your program and student activities and projects on blogs, social media, newsletters and other mailers and mentions of the current class to 12,000+ global industry professionals.
- Free participation for students in events and ability to showcase projects in an annual student-focused event e.g. virtual job fair, session with an annual conference.
- Free monthly seminars, webinars and panel talks and their replays in case students missed out the sessions live.
- Member pricing on ad-hoc courses offered through a secure virtual learning management system.
- Opportunity to write the CMRP Postgrad Pathway which is a three-hour exam. Graduates of non-partner institutions have to write Part A (3 hours) + Part B (3 hours). CMRP registration allows you access to prep materials towards the exam that is administered fully remotely and online.
- Co-op and career opportunities listed by Toronto + ROC + overseas member employers.
- MRIA-MRS (UK) Roadshow - MRIA teams up with MRS in the UK to offer a panel of three research professionals to your college on the value of pursuing a career in marketing research for the current year's class.

BREAK INTO THE MR WORLD WITH SUPPORT AT EVERY CORNER

- Network strategically, not just with those who are in a position to hire, but those who can give you valuable information about the ins and outs of the industry, including outlook and trends.
- Internships will not only give students an insight into their new career, but also equip them with hands on skills and set them up to be the first to hear about job openings and get their names and faces known.
- Persistence, patience, collaboration and the backing of MRIA-ARIM's brand and resources will help graduates grow and flourish in their professional life in the marketing research and social research industry as it evolves.