





## **INTRODUCTION**

The Marketing Research and Intelligence Association (MRIA) has established the Standard for Continuous Professional Learning and Development for Certified Marketing Research Professionals. This national standard includes member obligations, monitoring, reporting and compliance requirements, and the specifications and characteristics of each. A standard is defined by the International Standardization Organization (ISO) as a documented agreement containing technical specifications or other precise criteria to be used consistently as rules, guidelines, or definitions of characteristics to ensure that materials, products, processes and services are fit for their purpose.<sup>1</sup> A standard, however, is not framed with the intent to act as a restraint on programming, to limit innovation or freedom in design to meet the requirements of the standard nor to limit the properties of a program or service to those expressed in the standard. Through its Standard for Continuous Professional Learning and Development for Certified Marketing Research Professionals, the MRIA provides assurance that CMRPs demonstrate throughout their careers the competencies of marketing research professionals.

Certified Marketing Research Professionals operate in the territory of marketing research, either as employees or consultants. Broadly defined, *marketing research* is the function that links the consumers, customers, and public to the marketer through information — information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.<sup>2</sup> For purposes of the CMRP it also includes those is closely related functions including but not limited to social research or program evaluation including those who either perform these functions or use the information gathered.

The MRIA developed the CMRP accreditation because marketing researchers hold positions of utmost trust in organizations and, as such, owe a professional standard of care to employers, clients, fellow practitioners and the public at large. The CMRP accreditation ensures that marketing research professionals have the requisite knowledge to carry out the tasks and obligations required by marketing research, giving an enhanced level of trust to clients and users of marketing research.

The goal of the MRIA is to have all practitioners of marketing research become accredited CMRPs.

The MRIA has approved the Standard for Continuous Professional Learning and Development. Defining Continuous Professional Learning and Development requirements provides important benefits to the entire profession. Formalizing our commitment to the principles of ongoing professional development upholds the trust of all stakeholders enhancing our reputation as the designation of choice amongst strategic marketing research professionals.

## **CONTINUOUS LEARNING OVERVIEW**

You will see that the various approaches to continuous learning are descriptive and not prescriptive. The type of learning that will be relevant to CMRPs depends in part in where they are in their career. Recent graduates may require specific technical training (e.g., advanced Excel, Conjoint, Moderating) while CMRPs in mid-career may require different types of technical (e.g., negotiation, financial management) or managerial (communication) skills. One of the tenants of the approach is that

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<sup>1</sup> Adapted from <http://www.standardsglossary.com/>

<sup>2</sup> American Marketing Association. <http://www.marketingpower.com/AboutAMA/Pages/DefinitionofMarketing.aspx>. Retrieved 2011-12-02. Approved by the AMA Board of Directors in October 2007, the Marketing Accountability Standards Board (MASB) endorses this definition as part of its ongoing Common Language: Marketing Activities and Metrics Project



learning is learning. Internal training and conferences are just as relevant to continuous learning as external training and conferences.

The flip-side of learning, i.e., teaching, is also a significant part of our approach. One key change to the overall CMRP process will be that of mentorship. One of the key components of the CMRP will be working with a CMRP for 2 years and will require mentorship for those who are seeking the designation but do not have access to a CMRP at their place of work. Under these circumstances the candidate will work with a mentor who has their CMRP. Mentors do not have to be located on the same geography as the candidate but this will be a fairly significant time commitment which must be made for the full 2 year duration.

Lastly, we are aware that many CRMPs will change jobs throughout their career and in some cases move from more direct marketing research functions to other non-marketing research functions. CRMPs should not be penalized when they move out of direct marketing research roles - learning in any position should count towards maintenance of the CRMP designation.

## **REPORTING REQUIREMENTS**

The Continuous Professional Learning and Development policy came into effect January 1, 2011 and includes a maximum of 25 Maintenance Certification Points (MCP Points) obtained from January 1, 2010 forward. Policy exemptions are listed at the end of this policy. The requirement for continued accreditation is 50 MCP points of professional development activity which must be completed and declared for each two-year period. Each year the Association will select a number of accredited CRMP members who will be required to produce supporting documentation for verification purposes. Newly certified CRMPs are to be streamed into the cycle at the beginning of the fiscal year following accreditation. For example members who receive their designation in February 2013 would join the cycle on January 1, 2014.

Certified members may achieve their MCP requirement through an effective and efficient combination of approaches as defined by IPD:

- A set amount of learning activity that is considered appropriate to develop and maintain competence (courses, seminars, workshops, conferences, self-study are all examples of approaches).

Reporting will be based on the honour system. However, an audit of a minimum of 5% of all CRMPs will be carried out each year where they will be required to produce supporting documentation for all activities which can be audited such as course enrollment, conference attendance, board attendance (from minutes) and teaching hours. We understand that not all activities will be easily audited. Those who do not pass the audit will have 1 year to complete both the missing hours, and the hours needed for the next wave of accreditation or their CRMP will be revoked.

It is incumbent on all CRMPs to choose their professional development through a combination of approaches that will maintain and develop their competencies. CRMPs are expected to develop the professional knowledge, skills and values, ethics and attitudes relevant to their current and future work and professional responsibilities. All MCP Points activities must serve to increase professional competency. MCP Points must be measurable and verifiable with concrete outcomes.

50 Points are all that is required. The ability to carry points forward has been removed, with the exception of writing a book which extends for an additional 2 year period.

### **Formal Learning and Development Activities**

- The requirement is satisfied through formal course study leading to a new degree, diploma or recognized professional designation, or coursework resulting in a final grade.
  - One (1) hour of classroom time = One (1) point

**There is no maximum for this category**

### **Informal Learning and Development Activities related to professional competency**

- The requirement is achieved through a self-directed program of informal studies (e.g., courses, conferences, workshops, internal training etc.) that serve to maintain and/or enhance the member's business and professional competencies. Social time during conferences is not to be included in the hours.
  - One (1) hour of time = One (1) point

**There is no maximum for this category**

### **Reading or Research related to professional competency**

- This category would involve business reading and research conducted at work and at home.
  - One (1) hour = 0.5 point

**The total maximum points for the reading category is 25 of the total 50 points**

### **Volunteer and Community Leadership contributing to professional competency**

- This would require active involvement in the business and volunteer community in roles that highlight, enhance or maintain the member's professional and business competency.
  - One (1) hour = 1.5 points

**The total maximum learning credits for the volunteer category is 32 points of the total 50 points**

### **Formal Teaching and Writing contributing to professional competency**

- This would involve teaching in a formal academic environment or in a defined teaching role within business and/or writing for publication (including approved web-based publications).
  - One (1) hour teaching time = Two (2) points
  - One (1) published article = 15 points
  - One (1) extensive paper = 20 points
  - One (1) published book = 100 learning credits (counting for 2 rotations)
  - One (1) hour presentation time = Two (2) points

**There is no maximum for this category**

### **Mentorship**

- This would involve working with a CMRP candidate for two years while they are preparing for the CMRP examination and would include discussions about research, business. The mentee would be required to submit monthly updates on their activities with their mentor.
  - One Mentorship = 50 points

**The total maximum points for the Mentorship category is 50 of the total 50 points**



**An Example of a Career Progression Model  
For Continuous Professional Learning and Development  
For CMRPs**

<b>Career Phase</b>	<b>Role</b>	<b>Required Skills and Knowledge</b>
CMRP at Top of Career	Strategic Leader Decision Maker	<ul style="list-style-type: none"> <li>• Strategic skills</li> <li>• Leadership skills</li> <li>• Consulting skills</li> </ul>
CMRP at Mid-Career	Tactical Leader Decision Maker Consultant	<ul style="list-style-type: none"> <li>• Management skills</li> <li>• Consulting skills</li> <li>• Business skills</li> <li>• Financial skills</li> <li>• Leadership skills</li> </ul>
Recent CMRP Graduate	Provider of Advice/Information	<ul style="list-style-type: none"> <li>• Technical skills</li> <li>• Operational skills</li> <li>• Communication skills</li> </ul>



***FAILURE TO ACQUIRE THE REQUIRED 50 MCP POINTS***

Each year the Certification: CMRP Designated Members portion of the website (<http://www.mria-arim.ca/EDUCATION/CMRPRecipients.asp>) will be up-dated to reflect CMRP MCP Points achievement. The chart below shows how this will be shown. CMRPs who have achieved the 50 points will have a \* Date beside their name. Newly accredited members and those with a MCP exemption (see MCP Exemption Policy at the end of this policy) will be denoted by the word Exempt. Retired members, who no longer need to maintain their CMRP, are denoted by the word Retired. Those who have not achieved the required 50 points are noted with a DNQ – Did Not Qualify.

Name	Name
<b>A</b>	
A 1 * 2012	A 10 *2012
A 2 * 2012	A 11 Retired
A 3 DNQ	A 12 *2012
A 4 *2012	A 13 Exempt
A 5 *2012	A 14 *2012
A 6 DNQ	A 15 Retired
A 7 DNQ	A 16 Exempt
A 8 *2012	A 17 DNQ
A 9 *2012	A 18 *2012



## ***MCP EXEMPTION POLICY***

Under certain conditions, members can request an exemption from the MCP requirement:

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### **Education Exemption:**

Individuals who have completed a relevant degree or professional designation are exempt from MCP activities for a period of one year following the receipt of their degree or designation.

### **Medical Exemption:**

Members unable to work due to illness or disability (includes maternity leave and medical disability) are exempt. A medical certificate will be required. This exemption will only be granted for a one year period and must be renewed annually, if required.

### **New CMRP Exemption:**

New CMRP graduates are exempt from MCP activities until January 1st in the year following the date of graduation.

### **Retired Status Exemption:**

Members are exempt from mandatory MCP if they are retired from full time employment as defined in the MRIMA's policy.