

# APPLICATION FORM

Part 1 of 2



## Path **4** EXPERIENCED PRACTITIONER

All sections of this form must be completed

21 St. Clair Avenue East, Suite 1102  
Toronto, ON M4T 1L9

Tel: (416) 642-9793 Ext. 8726 Toll Free: 1-888-602-6742  
Fax: (416) 644 9793 • email: [cmrp@mria-arim.ca](mailto:cmrp@mria-arim.ca)

### ELIGIBILITY REQUIREMENTS

- Be a current member in good standing of the Marketing Research and Intelligence Association
- Have had a minimum of 10 years of professional marketing research experience
- Demonstrate\* skill set against the MRIA CMRP Core Curriculum Competency Requirements as drafted by the Professional Development and Certification Committee (<http://mria-arim.ca/sites/default/uploads/files/CompRequireDoc.pdf>)
- University or College Graduate
- Successfully complete the MRIA Ethics Course

Applicants who do not qualify for the Experienced Practitioner pathway will be encouraged to pursue one of the alternate CMRP pathways and/or be provided with advice as to any remedial steps that would enable them to re-apply.

### Personal Information

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: ( \_\_\_\_ ) \_\_\_\_\_ ext. \_\_\_\_ Fax Number: \_\_\_\_\_

### Submission Documents

**Reference Forms** signed by two CMRP members in good standing. Two completed reference forms signed by either:

**1)** a CMRP member in good standing, who does not work in the same organization as the applicant or have a client/supplier relationship with the applicant and/or **2)** a reference of a colleague in a managing role (past or present) who does not have a CMRP – in this instance an MRIA representative will then contact him/her to validate your experience.

Please note that you can submit reference forms from two CMRPs, two non-CMRPs as indicated above, or one CMRP and one non-CMRP.

**Essay** is to be 500-1000 words of your elaboration upon the Marketing Research industry and the benefits of attaining the CMRP.

**Curriculum Vitae** should include the start and end months / years for each position, along with the names and contact information of direct supervisors for each position, as they will be contacted for verification.

**Core Curriculum Competency Requirements online form\*** Once you submit this completed Part 1 of the application and provide payment, you will be sent a link to Part 2 of this application as referenced on the right panel, using your member login and password.

**Additional Supporting Documentation** (as needed)

\*Access to an on-line form will be provided to you after you submit this completed application form (Part 1). With the online form (Part 2), you will be required to rate yourself in each of 18 competencies, which together form the Core Competencies as listed in the MRIA Core Curriculum Competency Requirements document. In order to qualify for the CMRP, you should have a mid- to advanced-rating in at least 14 of these 18 competencies (i.e., in each of the 11 mandatory areas, plus in 3 of the 7 optionals). You will be asked to provide evidence of your knowledge for each by providing the names of – a supervisor, client, board member, teacher/administrator or other person you reported to for the situation you reference.

### Payment Information

Please charge it to my:  Payable by cheque to "MRIA"

Card number: \_\_\_\_\_ Expiry Date \_\_\_\_\_

Security Code: \_\_\_\_\_

Cardholder's name: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

GST/HST #85916 0574 RT0001 QST #1220549867

**SUBTOTAL: \$1,250.00 + TAX =**

**\$1,412.50** @ 13% HST \$162.50 (ON, NL, NB, PEI)

**\$1,437.50** @ 15% HST \$187.50 (NS)

**\$1,437.19** @ 9.975% QST \$124.69 + 5% HST \$62.50 (PQ)

**\$1,312.50** @ 5% GST \$62.50 (MB, SK, AB, BC)

**Grand Total:** \_\_\_\_\_

I understand that if I successfully fulfill the requirements to be granted the right to use the Certified Marketing Research Professional (CMRP) designation after my name, that I will retain the right only so long as I remain **a member in good standing of the Marketing Research and Intelligence Association (MRIA) and also meet the requirements of the Maintenance of Certification Program (MCP) as outlined at <http://mria-arim.ca/education/maintenance-of-certification/overview>**

I have read and clearly understand the MRIA Code of Conduct, which I currently abide by and will continue to do so.

I certify that this application accurately and honestly documents the relevant aspects of my marketing research and marketing intelligence career. I understand that the decision of the Assessment Panel is final, and that submission of this portfolio does not guarantee certification.

Signature \_\_\_\_\_

Date \_\_\_\_\_

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## Reference #1:

I, the undersigned, acknowledge that [Name of Applicant] \_\_\_\_\_ is known to me and I have specific knowledge of his/her marketing research practise and experience. I have examined this application and all supporting documents accompanying it. I feel that this submission fairly and reasonably represents the candidate's knowledge and experience. To the best of my knowledge I believe this candidate has demonstrated standards of marketing research practise that effectively show knowledge and experience worthy of the holder of the Certified Marketing Research Professional (CMRP) as issued by the Marketing Research and Intelligence Association. I support this application unreservedly.

My specific knowledge of the applicant's practise and experience has been acquired over \_\_\_\_\_ years.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: ( \_\_\_\_\_ ) \_\_\_\_\_ ext. \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

MRIA Membership Number: \_\_\_\_\_

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## Reference #2:

I, the undersigned, acknowledge that [Name of Applicant] \_\_\_\_\_ is known to me and I have specific knowledge of his/her marketing research practise and experience. I have examined this application and all supporting documents accompanying it. I feel that this submission fairly and reasonably represents the candidate's knowledge and experience. To the best of my knowledge I believe this candidate has demonstrated standards of marketing research practise that effectively show knowledge and experience worthy of the holder of the Certified Marketing Research Professional (CMRP) as issued by the Marketing Research and Intelligence Association. I support this application unreservedly.

My specific knowledge of the applicant's practise and experience has been acquired over \_\_\_\_\_ years.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: ( \_\_\_\_\_ ) \_\_\_\_\_ ext. \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

MRIA Membership Number: \_\_\_\_\_