

What is the Certified Marketing Research Professional Designation?

The Certified Marketing Research Professional (CMRP) designation is the premier Canadian research designation and signifies a high level of knowledge and capability in marketing research theory and practice. As well as, adherence to rigorous ethical standards set out in MRIA's Code of Conduct and Good Practice.

Enhance your career prospects in the research industry, demonstrate your knowledge and skills, invest in your professional development and become a CMRP. The prep course will take place on November 1-2, 2018, and the examination will take place on November 21-22, 2018.

How to apply to become a CMRP?

1 Figure out which pathway works best for you:

There are currently four pathways to achieving the CMRP designation. Each designed to meet the needs of different segments of the MRIA membership.

	Path 1 Post-Graduate	Path 2 MRIA Courses	Path 3 Challenge the CMRE	Path 4 Experienced Practitioner
University or College Graduate	✓	✓	✓	✓
Completion of an MRIA approved Post Graduate Marketing Research Program	✓	X	X	X
Years of research industry work experience	2+	2+	6+	10+
Successful completion of MRIA's 11 Core Courses	X	✓	X	X
Successful completion of Certified Marketing Research Exam – Part A – Case Study Portion	✓	✓	✓	X
Successful completion of Certified Marketing Research Exam – Part B – Knowledge Portion	X	✓	✓	X
A detailed account of experience and competencies, as required of CMRPs, and provide two references	X	X	X	✓
A paper stating perspectives on the marketing industry, and the benefits of attaining the CMRP designation.	X	X	X	✓
Receive approval by the Certification Advisory Committee	X	X	✓	✓
Successful completion of the MRIA Standards Course	✓	✓	✓	✓

2 Fill out and submit the application form for your path 1, 2, 3 or 4:

PATH 1

PATH 2

PATH 3

PATH 4

3 Include the following documents with your application form:

Path 1	Path 2	Path 3	Path 4
<ul style="list-style-type: none"> • Proof of graduation from your school • Your CV/resumé 	<ul style="list-style-type: none"> • Proof of graduation from your school • Your CV/resumé • MRIA courses exemption request form 	<ul style="list-style-type: none"> • Proof of graduation from your school • Your CV/resumé 	<ul style="list-style-type: none"> • Proof of graduation from your school • Your CV/resumé • Two attestments/ references • A 500-1000 word essay on why it is beneficial to have the CMRP designation

4 Send your application form and additional documents to cmrp@mria-arim.ca

Upon successful completion of the process; you will be granted the right to use the Certified Marketing Research Professional (CMRP) designation by the Marketing Research and Intelligence Association (MRIA). To retain the CMRP designation you will be required to fulfil continuing professional development as well as maintain individual membership in the MRIA.