

## Nelson Croom partner with the MRS to launch new learning online resource for market research professionals

This month sees the launch of an online training resource for market research professionals from the Market Research Society (MRS) in partnership with Nelson Croom. **MRS Learning Online** is a new service with three sections: Research Skills (which includes the existing MRS Introductory Market Research and Questionnaire Design certificates) plus Business Skills and Leadership Skills; two suites of courses comprising a range of continuing professional development.

The MRS is the world's largest association representing providers and users of market, social and opinion research, and business intelligence. It has members in over 70 countries and serves both individuals and organisations. They have already had success selling two bespoke courses developed by Nelson Croom, and by launching **MRS Learning Online**, they are providing a further offering for their members. Their aim is to pioneer new levels of professionalism within the sector by improving their members' business skills.

The courses are available to buy individually or in conjunction with blended learning (face to face and online) and the content has had in-depth tailoring by experts to make them market research focused and therefore engaging to the target learner group. Quality and relevance are assured as the courses were piloted in market research agencies prior to launch. All courses are available to buy individually or in bulk from the MRS.

*"Having worked with Nelson Croom before, we knew we had a tried and tested method of delivering learning online. We aim to provide member services for the 21st century and by tailoring their Professional Development Portfolio, we have a quick and cost effective way to reach a large number of our membership"* says Barbara Deutschle, Training and Seminars Manager at the MRS.

*"There are a lot of courses out there for business skills, but none that are targeted specifically for market research professionals. This is the next step in going beyond subject specific training to wider professional development for our sector. By using a revenue sharing model to help cover the development costs, we will be able to reinvest for the future benefit of our members"* she concludes.

Find out more about the courses offered at [www.mrs.org.uk](http://www.mrs.org.uk)

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### Notes for editors:

#### About Nelson Croom

Nelson Croom creates and publishes online learning courses. We work in partnership with companies, professional associations and other organisations. We believe that learning works best when it engages and motivates people. Different people learn in different ways, with different levels of learning and knowledge. In a Nelson Croom programme the learner is always in charge of what they do and how they do it.

For further information on how Nelson Croom can help your organisation deliver enhanced professional development contact:

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