

Certificate in Market Research

The AMSRS Certificate in Market Research provides recognition to students who have successfully completed tertiary studies in fundamental areas of market research knowledge at one of twenty universities accredited by the Society.

Any student who has successfully completed the required subjects at one of these universities is eligible to apply for the certificate. The AMSRS Certificate in Market Research is gained as part of an existing degree program, and requires no additional subjects or courses to be studied. Students hoping for a career in market research simply need to structure their degree to include the required subjects.

The award demonstrates that you have studied the foundation knowledge areas required for a successful career in market research, and is recognised and increasingly requested by Australian market research employers.

The AMSRS Certificate in Market Research provides:

- recognition by employers of your tertiary studies in market research,
- an edge over other graduates applying for employment in market research,
- access to professional networks, news about job opportunities and other valuable industry information, and
- a complimentary twelve month **student** membership of the Society providing access to professional networks, job opportunities and other valuable industry information. Australian members receive a subscription to **Research News**, the Society's monthly member newsletter. Overseas members will be able to access the newsletter on-line.

About the Society

The Australian Market & Social Research Society (AMRSRS) is a not-for-profit professional membership organisation with over 2000 members, established to serve those practising or interested in market, economic and social research.

How to Apply

Step 1: Successfully pass the required subjects at one of the accredited universities. Visit www.amrsrs.com.au for more information about accredited universities and the required subjects.

Step 2: Complete the attached application form and return it with a copy of your **academic transcript** and payment of \$231 to the address below.

YOUR APPLICATION MAY TAKE UP TO FOUR WEEKS TO PROCESS.

Send your completed application to:

AMRSRS Certificate in Market Research
Australian Market & Social Research Society
Level 1, 3 Queen Street
Glebe NSW 2037
Fax: +61 2 9571 5944

Enquiries: Tel: +61 2 9566 3100
Toll Free: 1300 364 832
Email: membership@amrsrs.com.au

AMSR'S PURPOSE

The AMSRS assists members to develop their careers by heightening professional standards and ethics in the fields of social, economic, advertising and market research. Specifically, we aim to:

- provide professional development opportunities and industry forums
- enhance the quality of discussions and understanding of market, economic and social research
- persuade business and governments to use quality research
- encourage the use of scientific and ethical methods

The AMSRS works closely with the Market Research Quality Assurance Council (MRQA) and the Association of Market & Social Research Organisations (AMSRO) in Australia to achieve these aims. The AMSRS is affiliated with marketing research societies internationally and is a member of the International Marketing Federation and ESOMAR.

AMSR CODE OF PROFESSIONAL BEHAVIOUR

The Code defines a market researcher's responsibilities to their respondents, to their clients and to the community at large. The AMSRS Code conforms to International standards and has been modified for the Australian market. Conformity to the Code is binding upon all members.

AMSR PRINT AND ONLINE PUBLICATIONS

- www.amsrs.com.au – the AMSRS website
- *Research News* – AMSRS's monthly magazine
- National Directory & Yearbook – annual directory of Australian market research suppliers and AMSRS services (listing available only to companies with AMSRS members)
- *Australasian Journal of Market & Social Research* – the official journal of the AMSRS
- Handbooks – Interviewers Handbook, Supervisors Handbook and Qualitative Recruiters Handbook
- Past and current AMSRS conference papers
- Career information

AMSR SERVICES

- Surveyline 1300 364 830 – a national service, available only to AMSRS listed companies, allowing respondents to check the bona fides of research companies
- Interviewer identity card – provides AMSRS verification of interviewers bona fides
- AMSRS online library

AMSR PROFESSIONAL DEVELOPMENT AND EDUCATION

- AMSRS Certificate in Market Research – available only through AMSRS accredited universities
- Annual National Conference – attracting respected national and international speakers
- Professional development program – courses, workshops and seminars
- Qualified Practising Market Researcher (QPMR) accreditation

AMSR AWARDS

- Mike LARBALESTIER Award – annual conference scholarship for each division
- George CAMAKARIS Award – annual essay competition for young researcher members
- Tony WHEELER Best Paper Award – for the best paper presented at the national conference
- AMSRS Fellow – recognises the industry achievements and AMSRS contribution of long term members
- Divisional awards for student achievement and membership service

AMSR MEMBERSHIP INTEREST GROUPS

- These groups are run by members for members at a Divisional and National level:
- *Young Researchers Group* – for those under 35 or in the first 5 years of their career
- *Client Networking Group* – limited to those on the client side of research
- *Recruiters' Group* – for those responsible for the recruitment of respondents
- *Field Management Group* – for those who manage and conduct field operations
- *Independent Researchers Group* – for those who work individually or in collaboration with other researchers.

BENEFITS OF MEMBERSHIP

AMSR members receive the following, depending on the level of membership:

- discounted member rates to AMSRS and affiliate events
- Annual Directory & Yearbook, *Research News*, *AJMSR* and www.amsrs.com.au
- regular updates on state and national industry information, developments and events
- certificate and verification of membership.

Only Full members are entitled to use the postnominals MMSRS (Member of the Australian Market & Social Research Society), vote in divisional and national elections of the AMSRS and receive the Society's Journal *AJMSR*. **Student members do not receive a membership certificate, an Annual Directory & Yearbook, or *AJMSR*.**

AMSRS Certificate in Market Research Application Form

TERTIARY STUDIES

I have successfully completed the required subjects at the University ticked below, and have enclosed a copy of my academic transcript demonstrating this. I wish to apply for the AMSRS Certificate in Market Research and the complimentary student membership of the Society.

Australian National University	<input type="checkbox"/>	Murdoch University	<input type="checkbox"/>	University of Technology Sydney	<input type="checkbox"/>
Central Queensland University	<input type="checkbox"/>	Southern Cross University	<input type="checkbox"/>	University of the Sunshine Coast	<input type="checkbox"/>
Charles Sturt University	<input type="checkbox"/>	Swinburne University of Technology	<input type="checkbox"/>	University of Western Australia	<input type="checkbox"/>
Deakin University	<input type="checkbox"/>	University of Adelaide	<input type="checkbox"/>	University of Western Sydney	<input type="checkbox"/>
Griffith University	<input type="checkbox"/>	University of Ballarat	<input type="checkbox"/>	University of Wollongong	<input type="checkbox"/>
Macquarie University	<input type="checkbox"/>	University of Newcastle	<input type="checkbox"/>	Victoria University	<input type="checkbox"/>
Monash University, Caulfield	<input type="checkbox"/>	University of New South Wales	<input type="checkbox"/>		

Student Number:

(for more information about universities and required subjects, visit www.amsrs.com.au)

CONTACT DETAILS

Last Name: First Name:

Title: Male / Female DOB: / /

Formal Name (to appear on certificates):

Postal Address:

Postcode:

Home/Alternate Address:

Postcode:

Tel: Fax:

Mob:

Email (1): Email (2):

Please DO NOT send me general information by email I am an international student.

Preferred division: ACT NSW QLD SA/NT VIC/TAS WA International

QUALIFICATIONS

Qualification:

Institution: (Expected) Graduation Year:

PROFESSIONAL BEHAVIOUR AGREEMENT

I have read and fully understood the AMSRS's *Code of Professional Behaviour* and, if granted membership, will undertake to conform to the *Code*, agree to be bound by the AMSRS Constitution and By-Laws and any other relevant rules of the Society.

I agree to attend a New Members' Evening or duly convened seminar which includes specific instruction in the AMSRS Code of Professional Behaviour, or alternatively to complete a test on its content. I understand that, if found guilty of any breach of the AMSRS Code of Professional Behaviour, my name and details of the breach may be published in an AMSRS publication.

I declare that to the best of my knowledge, the information in this application is true and correct.

I, (print name), declare that to the best of my knowledge, the information contained in this application is true and correct.

Signature: Date:

PRIVACY STATEMENT

We collect and hold your personal information in order to provide you with member services. Your personal information is only disclosed to outside organisations in order to provide these services to you. Your name, company & membership level will be listed on our website. We do not provide mailing lists to external parties for their advertising purposes. We do, however, mail third party information for a fee. Monies raised in this way go towards improving member services and are a small but important part of the Society's revenue base. You are entitled to request a copy of your membership record at any time. Please refer to our website www.amsrs.com.au for the complete AMSRS Privacy Statement.

AMSRS Certificate in Market Research

Payment Information

Australian Market & Social Research Society
ABN: 19 002 882 635

Tax Invoice

Applicant Name:

PAYMENT DETAILS

This form will become a tax invoice on payment

Payment Date: ____ / ____ / ____

Cheque / Money Order

Enclosed is my cheque/Money Order for \$231.00. (Please make payable to: Australian Market and Social Research Society.)

OR

Credit Card:

Please charge my: Mastercard Visa Amex* Diners*

* NB: 3% surcharge applies for Amex or Diners

Credit Card Number:

Expiry Date: / Amount: **\$231 – Australia (inc. GST)**
(please tick) **\$231 – International (no GST)**

Name on card: _____ Signature: _____

OR

Direct Deposit:

\$231.00 has been paid by EFT on ____ / ____ / ____, (Please show your name as the reference, and deposit to: BSB: 062 217 Acct No: 0080 3399 Acct Name: AMSRS.)

FURTHER INFORMATION

For more information, contact:

Australian Market & Social Research Society
Tel: +61 2 9566 3100
Toll Free: 1300 364 832
Email: membership@amsrs.com.au

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Glebe NSW 2037
Fax: +61 2 9571 5944

Please ensure you include a copy of your academic transcript with your application.