



CERTIFICATION

EXAM

Guidelines and Procedures

The first step toward earning your PRC Certification after you've met your experience and education eligibility requirements is to submit an exam registration form. You must be prepared to sit for the exam within 12 months of your application approval. The exam registration deadlines for upcoming exam dates are listed below. Please note that your completed exam registration form and fees must be received in the Certification department at least two weeks prior to the exam date.

Scheduling an Exam Date:

Exams are administered by appointment only. Candidates are scheduled on a first-come, first-served basis. You must make your appointment at least two weeks before the desired testing date. Registrations will not be reviewed until payment has been received in full and processed to your record. Candidates can take only one exam per sitting.

	Exam Date	Location
<input type="checkbox"/>	02/16/2011	MRA's CEO Summit Ritz-Carlton, Phoenix Phoenix, Arizona
<input type="checkbox"/>	TBD	MRA's Annual Conference Omni Shoreham Washington, DC
<input type="checkbox"/>	TBD	A Proctored Exam close to my location
<input type="checkbox"/>		

When you submit your exam registration form you agree to abide by the following guidelines and procedures:

Rescheduling and Cancellation Fees

Candidates may cancel or reschedule their exam date with written notice. The notice must be provided two weeks prior to the exam date to be eligible for a refund or credit towards a future exam. Cancellation requests received within two weeks of the exam are eligible for a reschedule only. All cancellations and reschedules are subject to a \$25 fee.

If you do not appear for your exam at your scheduled location on your scheduled date and time, you will be considered a “no-show,” your registration will be voided, you will forfeit your exam registration fee, and you will be required to register and pay for that exam again in order to sit for it.

Special Testing Arrangements:

The MRA is committed to ensuring that no individual is deprived of the opportunity to take the exam solely by reason of a disability or impairment. Every testing site is fully accessible and compliant with the ADA. Special testing arrangements will be considered for disabled or impaired candidates who

submit a request in writing at least four weeks prior to the scheduled test date. Documentation and verification of the disability or impairment from a licensed professional must be submitted with the request.

At the Exam Sitting:

You must report to the designated testing site at least 30 minutes prior to the scheduled exam time. This will allow time for sign in, review of security and exam procedures. If you arrive late you may not be admitted. If you do not appear for your exam at your scheduled location on your scheduled date and time, you will be considered a “no-show,” your registration will be voided, you will forfeit your exam, registration fee, and you will be required to register and pay for that exam again in order to sit for it.

You will have three hours to complete a 100 question exam. Exam questions are based on topic areas directly related to the skills and knowledge required for your approved certification category. Exams will test the comprehension of topics central or mainstream to the candidate’s daily professional practice. Questions may be in the form of multiple choice, fill in the blank or True/False.

This exam is confidential. It is made available to you solely for the purpose of becoming certified. You are prohibited from disclosing, reproducing or transmitting this exam, in whole or in part, in form or by means, verbally or written, electronic or mechanical, for any purpose. If evidence of disclosure is found, appropriate legal and/or other sanctions may be applied.

If you leave the testing room for any reason, you will be required to sign the test center log and show your identification when you leave and re-enter the testing room. Only one person may leave the test room at a time.

What you need to bring with you:

1. A valid photo id. You will be required to sign a roster for verification of identity. You are prohibited from misrepresenting your identity or falsifying your information to obtain admission. Acceptable forms of photo identification include a current:

1. Drivers license with photograph
2. State identification card with photograph
3. Passport with photograph
4. Military identification card with photograph

2. Exam confirmation letter. You will not be permitted into the test center without it.

3. Two No. 2 pencils and a good eraser—a pencil is required for all test questions. Mechanical pencils are not allowed because they may have the wrong type of lead or punch through the answer sheet. Pens are not allowed.

Cell phone use is prohibited; it is strongly encouraged not to bring cell phones to the test center. If you are seen using it at any time (including breaks), you may be dismissed immediately, your scores may be canceled, and the device may be confiscated. This policy also applies to any other prohibited digital or electronic device or both, such as a BlackBerry, pager, personal digital assistant, iPod, MP3 player, camera or other photographic equipment, or a separate timer of any kind. We strongly advise you not to bring them.

You may not bring the following items into the test room:

- Cell phone, pager, personal digital assistant, iPod, MP3 player, and any other digital or electronic equipment.
- Scratch paper (You will be provided scrap paper that will be turned in with all test materials)
- Notes, books, dictionary
- Food
- Compass, Calculator, protractor, ruler, or any other aid
- Highlighter or colored pencils
- Portable listening or recording device (unless you're taking an audio exam)
- Camera or other photographic equipment
- Separate timer of any kind or watch with audible alarm

Exam scores

Candidates must achieve an overall passing score of 75% or higher.

If you achieve a passing score, your official notification will only indicate that you have passed and you will receive a congratulatory package within six weeks of exam results. Exams will not be returned and are the property of the Certification Department

Candidates, who fail to achieve an overall passing score, must retake the entire test. Candidates may retake the test within six months from the date of notice of exam results. The exam notification will identify specific domains where further study may be required in order to pass the examination in the future. An exam registration form and registration fees must be resubmitted.

A candidate who fails the exam may apply for Certification review within 30 calendar days from the date of notice of exam results. If the grade of fail is upheld, the candidate will receive a partial copy of the examination. An appeal process is in place.

Exam Content and Study Suggestions:

The PRC exam is a self-study exam and does not require a prescribed curriculum. Candidates may choose their own method of preparing for the exam.

The PRC Certification department does not endorse or sponsor any review courses for the PRC Certification exam. A study bibliography is included in this handbook to provide candidates with suggested resources for exam review.

Exam Outlines:

Expert-Qualitative Research Exam	Practitioner-Qualitative Research Exam
10 Research Domains-45%	8 Research Domains-58%
Core Domains Analysis Skills & Techniques Data Preparation/Tabbing Problem ID/Resolution	Core Domains Analysis Skills & Techniques Data Preparation/Tabbing Problem ID/Resolution

Questionnaire Design Report Writing Research Design Sampling/Incidence	Questionnaire Design Report Writing Research Design Sampling/Incidence Project Management
Qualitative Techniques	Qualitative Techniques
Cross Cultural	
Secondary Research	
3 Legal Domains-10%	3 Legal Domains-10%
Privacy	Privacy
Ethics	Ethics
Government Affairs	Government Affairs
8 Business Domains-45%	7 Business Domains-32%
Adult Learning/Training the Trainer	Business Development/Sales
Business Development/Sales	Client/Vendor Communications
Client/Vendor Communications	Financial/Budget/Costing
Financial/Budget/Costing	HR
HR	Marketing
Marketing	Negotiation
Negotiation	Strategic Thinking
Strategic Thinking	
Expert-Quantitative Research Exam	Practitioner-Quantitative Research Exam
10 Research Domains-45%	8 Research Domains-58%
Core Domains Analysis Skills & Techniques Data Preparation/Tabbing Problem ID/Resolution Questionnaire Design Report Writing Research Design Sampling/Incidence	Core Domains Analysis Skills & Techniques Data Preparation/Tabbing Problem ID/Resolution Questionnaire Design Report Writing Research Design Sampling/Incidence Project Management
Quantitative Techniques	Quantitative Techniques
Cross Cultural	
Secondary Research	
3 Legal Domains-10%	3 Legal Domains-10%
Privacy	Privacy
Ethics	Ethics
Government Affairs	Government Affairs
8 Business Domains-45%	7 Business Domains-32%
Adult Learning/Training the Trainer	Business Development/Sales
Business Development/Sales	Client/Vendor Communications
Client/Vendor Communications	Financial/Budget/Costing
Financial/Budget/Costing	HR
HR	Marketing
Marketing	Negotiation
Negotiation	Strategic Thinking
Strategic Thinking	

Expert-Primary-Corporate Researcher Exam	Practitioner-Primary-Corporate Researcher Exam
11 Research Domains-45%	9 Research Domains-58%
Core Domains Analysis Skills & Techniques Data Preparation/Tabbing Problem ID/Resolution Questionnaire Design Report Writing Research Design Sampling/Incidence	Core Domains Analysis Skills & Techniques Data Preparation/Tabbing Problem ID/Resolution Questionnaire Design Report Writing Research Design Sampling/Incidence Project Management
Cross Cultural	Qualitative Techniques
Secondary Research	Quantitative Techniques
Qualitative Techniques	
Quantitative Techniques	
3 Legal Domains-10%	3 Legal Domains-10%
Privacy	Privacy
Ethics	Ethics
Government Affairs	Government Affairs
8 Business Domains-45%	7 Business Domains-32%
Adult Learning/Training the Trainer	Business Development/Sales
Business Development/Sales	Client/Vendor Communications
Client/Vendor Communications	Financial/Budget/Costing
Financial/Budget/Costing	HR
HR	Marketing
Marketing	Negotiation
Negotiation	Strategic Thinking
Strategic Thinking	

Expert-Secondary-Corporate Researcher Exam	Practitioner-Secondary-Corporate Researcher Exam
11 Research Domains-45%	10 Research Domains-58%
Core Domains Analysis Skills & Techniques Data Preparation/Tabbing Problem ID/Resolution Questionnaire Design Report Writing Research Design Sampling/Incidence	Core Domains Analysis Skills & Techniques Data Preparation/Tabbing Problem ID/Resolution Questionnaire Design Report Writing Research Design Sampling/Incidence Project Management
Cross Cultural	Qualitative Techniques
Secondary Research	Quantitative Techniques
Qualitative Techniques	Secondary Research
Quantitative Techniques	
3 Legal Domains-10%	3 Legal Domains-10%
Privacy	Privacy
Ethics	Ethics
Government Affairs	Government Affairs
8 Business Domains-45%	7 Business Domains-32%

Adult Learning/Training the Trainer	Business Development/Sales
Business Development/Sales	Client/Vendor Communications
Client/Vendor Communications	Financial/Budget/Costing
Financial/Budget/Costing	HR
HR	Marketing
Marketing	Negotiation
Negotiation	Strategic Thinking
Strategic Thinking	

Research Adjunct Exam
11 Research Domains-45%
Core Domains Analysis Skills & Techniques Data Preparation/Tabbing Problem ID/Resolution Questionnaire Design Report Writing Research Design Sampling/Incidence Project Management
Cross Cultural
Secondary Research
Qualitative Techniques
Quantitative Techniques
3 Legal Domains-10%
Privacy
Ethics
Government Affairs
8 Business Domains-45%
Adult Learning/Training the Trainer
Business Development/Sales
Client/Vendor Communications
Financial/Budget/Costing
HR
Marketing
Negotiation
Strategic Thinking

Exam Definitions:

Research Domains

Analysis Skills & Techniques

Understanding and applying the skills required to decipher, examine and interpret words and numbers when summarizing and analyzing data.

Cross Cultural

Understanding the legal, environmental and language factors when planning and conducting marketing research of different countries and cultural units.

Data Preparation/Tabbing

Understanding and applying the quality control elements in the data processing phase which may include inspecting questionnaires, editing data, handling incomplete or inconsistent responses, coding, transcribing and data cleaning.

Understanding the process of using statistical and mathematical tools to summarize the data into meaningful findings.

Problem ID/Resolution

Understanding the role problem identification plays in the marketing research process to include:

1. Defining the marketing research problem and applying the components so that the research can be designed and conducted properly.
2. Recognizing, diagnosing and formulating solutions when a project goes off track.

Qualitative Techniques

Understanding and applying unstructured exploratory research methodologies based on small samples intended to provide insight and understanding of the problem setting which may include focus groups, depth interviews, ethnography and projective techniques.

Quantitative Techniques

Understanding and applying structured descriptive research methodologies based on large samples designed to provide findings that can be analyzed using statistical tools and projected to a larger population of interest.

Questionnaire Design

Understanding the design of a data collection tool and applying the components which may include interviewing method, question structure, wording and order, and testing of questionnaire validity.

Report Writing

Understanding the process of report preparation and applying the components which may include structure, appearance, objectivity, visual aids and succinctness.

Research Design

Understanding and applying a framework for conducting a marketing research project which may include problem definition; development of an approach and methodology; fieldwork; data preparation and analysis; and report preparation and presentation.

Sampling Incidence

Understanding the process of selecting a subgroup of a population for participation in a study and applying the components which may include defining the target, determining sample frame, selecting sample technique, determining sample size and execution.

Secondary Research

Understanding the process and applying the techniques when using data that was previously collected for some purpose other than the research problem at hand.

Legal Domains:

Privacy

The ability to decide what moral and correct actions in research and business -- to treat clients and respondents with respect, beyond the minimum expectations of the law

Government Affairs

The confidentiality and security of respondent data and the protection of respondents from contact in certain circumstances.

Ethics

The understanding of laws and regulations, as well as pending legislation, as they impact research and the business of research -- particularly pertaining to respondent and data privacy.

Business Domains

Adult Learning/Training the Trainer

Business Development/Sales

- Generating and harvesting sales leads
- Developing business relationships with current and potential customers
- Making and the art of conducting and closing the deal.

Client/Vendor Communications

- Managing business relationships
- Communicating with clients/suppliers
- Contract and agreement management
- Customer communications
- Communicating with the public

Financial/Budget/Costing

- Cost accounting
- Financial accounting
- Corporate financial planning & management

Human Resources

- Hiring and terminating employees
- Managing the work environment
- Labor law

Marketing

- Principles/basics of marketing
- Applying marketing principles
- Evaluating Marketing
- Creating and managing a marketing plan

Negotiation

- The elements of a deal
- Win-win negotiating versus leverage methods
- Negotiation process

Project Management

- Elements of project management
- Monitoring projects
- Re-evaluating and re-directing
- Evaluating: productivity, effectiveness and costs

Strategic Thinking

- Vision
- Formulation
- Implementation

Suggested Study Bibliography:

Research Domains:

- Malhotra, Naresh K., *Marketing Research: An Applied Orientation*. 4th or 5th Edition
- *MRA's Incidence Guidelines*
- *MRA's Costing Materials*

Legal Domains:

- "IAPP." INTERNATIONAL ASSOCIATION OF PRIVACY PROFESSIONALS. 2008. <https://www.privacyassociation.org/index.php>
- "FCC." Federal Communications Commission. 2009. <http://www.fcc.gov/>
- "HHS.GOV." U.S. Department of Health & Human Services. 2009. <http://www.hhs.gov/>
- "FTC." Federal Trade Commission. 2009. <http://www.ftc.gov/>
- Office of the Privacy Commissioner of Canada. 2009. http://www.privcom.gc.ca/index_e.asp
- "CMOR." MRA's Recommended Best Practices for Survey and Opinion Research. 2009. <http://www.cmor.org/ga/bestpractices.cfm>
- "EXPORT.GOV." Helping U.S. Companies Export. <http://www.export.gov/index.asp>
- "DNCSolution" Do Not Contact Solution. 2009. <http://www3.dncsolution.com/default.asp>

Business Domains:

- CMOR/MRA Interviewer/Supervisor Training Modules, Group VI and Group V
- *MRA's Negotiation Materials*

- “DOL.” United States Department of Labor: Employee Law Guide.
<http://www.dol.gov/compliance/guide/index.htm>

- “SBA.” U.S. Small Business Association: Introduction to Accounting.
<http://web.sba.gov/sbtn/registration/index.cfm?CourseId=61>

- Kotler, Philip and Armstrong, Gary. Principles of Marketing. New Jersey: Pearson Prentice Hall, 2006
 - Chapters 1-3
 - Chapter 5-6
 - Chapter 14
 - Chapter 18