



MRIA Partners with McGill University for Online CMRP Course Development

Toronto, ONTARIO (July 12, 2010) - MARKETING RESEARCH AND INTELLIGENCE ASSOCIATION (MRIA) is pleased to announce that it has partnered with **McGill University's** Department of Continuing Education, Career and Management Studies for the development of online Certified Marketing Research Professional (CMRP) core courses.

Under a contract recently signed by the two organizations, McGill, an internationally recognized educational institution and one of Canada's leading research-intensive universities, will design and deliver 10 customized learning modules for the MRIA's CMRP core curriculum.

The **CMRP (Certified Marketing Research Professional designation)** or **PARM (Professionnel agréé en recherche marketing)** was introduced to further MRIA's goal of raising the level of professionalism within the marketing, survey and public opinion research and market intelligence industry. Obtaining the CMRP designation signifies a high level of knowledge and capability in marketing research theory and practice, and adherence to rigorous ethical standards set out in MRIA's Code of Conduct and Good Practice.

"This is a new era for MRIA; we are leading the way in the development and delivery of marketing research training and will continue to use any and all tools to help increase the number of well-trained and educated researchers," said Jeannette Bellerose, PhD, CMRP, Dean of MRIA's Institute for Professional Development.

"McGill looks forward to providing MRIA and its members with a dynamic and rewarding learning solution," said Dr. Carmen Sicilia, Director of the university's Department of Continuing Education, Career & Management Studies.

The Marketing Research and Intelligence Association (MRIA) is a Canadian not-for-profit association representing all aspects of the market intelligence and survey research industry, including social research, competitive intelligence, data mining, insight, and knowledge management. www.mria-arim.ca

Founded in 1821, McGill University is one of Canada's best-known institutions of higher learning and one of the country's leading research-intensive universities, with students coming from about 150 countries. www.mcgill.ca

To arrange for interviews, call Brendan Wycks, MRIA Executive Director, at 1 888 602 6742, ext. 8724; cell 647 218 8243