MOVIN’ UP

Ensuring success in your MR career

TYPES of MR Organizations

RESEARCHER
Traditional, full-service marketing research supplier. They often execute all kinds of research studies and manage the process from start to finish.

CLIENT-SIDE
The people at brands, companies, services that are requesting the research. The partners that researchers and consultants coordinate with.

CONSULTANT
Often step in with clients on specific projects and may only oversee a portion of the project, not all of it. Some independent researchers are consultants.

VENDOR
Hired to assist researchers and clients with their project execution. Most often these are the recruiters, platform systems, etc.

INTERNAL TEAMS

RESEARCHER
Traditional, full-service marketing research supplier. They often execute all kinds of research studies and manage the process from start to finish.

President/CEO
VP/CO
Director/VP
Manager/Asst. VP
Sr. Manager
Manager
Assoc./Junior
Who doesn’t love a good baseball analogy?

Team Roles

- Project Manager – CATCHER
- Client or Moderator – PITCHER
- Recruiters – FIRST BASE

HOME PLATE

- What’s your ultimate goal? Your “dream” job within MRI?
- You’ll need to outline the different bases you need to master in order to get there.
SELF-AWARENESS

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<td>Volunteer work</td>
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NAME GAME
HOW?

Do These...

- **List-Making**
  - Paper or digital, doesn't matter. Track what’s working and
  - not working per project, per job, etc. Find ways to measure
  - your feelings.

- **Stay-a-Student**
  - MR is constantly evolving. Organizations like QRCA are great
  - places to continue your education and
  - stay up to date. Being able to spot and apply
  - trends keeps you relative.

- **Be Assertive**
  - Ultimately your growth is YOUR choice. You have the power for
  - new beginnings - great if you have the
  - bosses/supervisors/managers to help you;
  - but it’s still your
  - responsibility.

- **Vocalize It**
  - Tell others your goals! Great team members will look out for one
  - another and find ways to amplify your
  - success, but no one
  - knows your vision until
  - you tell them.

Thanks!

**Any questions?**
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