

**MEDIA ADVISORY****Republic Polytechnic launches Singapore's first Advanced Certificate in Market Research programme**

*The new CET programme will develop skilled market research practitioners for businesses to enhance strategic decision making and capitalise on new opportunities*

**SINGAPORE, 16 OCTOBER 2017** – Republic Polytechnic (RP) today announced Singapore's first Advanced Certificate in Market Research programme, as part of a three-year Memorandum of Understanding (MOU) with the Market Research Society Singapore (MRSS) and the National Trades Union Congress (NTUC). The MOU signing ceremony and launch event was graced by Mr Heng Chee How, Deputy Secretary-General, NTUC and Senior Minister of State, Prime Minister's Office.

In today's dynamic global business environment, there is a need for businesses to develop skilled manpower in the area of market research, which is playing an increasingly important role in strategic business decision making. Skilled market research professionals will enable businesses to tap on strategic market opportunities to stay ahead of the curve.

In line with the national SkillsFuture movement to encourage Singaporeans to continually enhance their skills and embrace lifelong learning, the Advanced Certificate in Market Research programme, co-delivered by RP and MRSS, aims to help market research and marketing professionals develop competencies for improved decision making to uncover new business opportunities.

The four-month Continuing Education and Training (CET) programme commences in April 2018 and comprises six modules, including the application of current research methodologies and the latest technologies used in both qualitative and quantitative research, as well as the use of business analytics to harness consumer insights.

With its focus on real-world case studies in Asia, participants will also gain an edge in market research practice, helping businesses make strategic decisions to advance successfully in this demanding marketplace. Non-market research industry executives looking to embark on a career switch into the industry can also benefit from enrolling in the programme, which has no minimum entry requirements.

The tripartite collaboration will also include joint industry projects, talks and learning attachments for RP students and staff to deepen their skills and enhance career development prospects.

Registration for the Advanced Certificate in Market Research programme is now open. Interested applicants may register and find out more about the programme here: [http://www.rp.edu.sg/ace\\_short\\_courses.aspx](http://www.rp.edu.sg/ace_short_courses.aspx)

## About Republic Polytechnic

The first educational institution in Singapore to leverage the Problem-based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has seven schools and one academic centre offering forty-one diplomas in Applied Science, Engineering, Management and Communication, Hospitality, Infocomm, Sports, Health & Leisure, and Technology for the Arts.

Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving skills and lifelong learning opportunities. Its holistic and broad-based curriculum prepares students for an active and meaningful role in society as problem solvers, respected professionals and passionate citizens.

Republic Polytechnic strives for excellence by achieving various international and national accreditations, including ISO 9001, ISO 14001, OHSAS 18001, ISO 22301, Singapore Quality Class, People Developer, Innovation Class, and Service Class.

For more information, visit <http://www.rp.edu.sg>

### For media enquiries, please contact:

**Republic Polytechnic**  
**Office of Corporate Communications**  
Patrick Seng / Julian Soh  
+65 9767 6701 / +65 9018 0719  
[patrick\\_seng@rp.edu.sg](mailto:patrick_seng@rp.edu.sg)/  
[julian\\_soh@rp.edu.sg](mailto:julian_soh@rp.edu.sg)

**MSLGROUP in Singapore**  
Chloe Chen / Darren Choong  
+65 6653 1726 / +65 6653 1727  
[chloe.chen@msslgroup.com](mailto:chloe.chen@msslgroup.com)/  
[darren.choong@msslgroup.com](mailto:darren.choong@msslgroup.com)