



Principles of Marketing Research

FROM THE UNIVERSITY OF GEORGIA

Fulfilling the core marketing research educational needs of individuals and companies worldwide

Presented through a unique
partnership between



The University of Georgia

MRII MARKETING RESEARCH
INSTITUTE INTERNATIONAL



How to Contact Us:

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1-800-811-6640 (USA only)

E-Mail: questions@georgiacenter.uga.edu

Frequently Asked Questions

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Who should take the course?

Anyone interested in strengthening his or her core skills in marketing research will benefit from the *Principles of Marketing Research* course. Experienced practitioners will find it an invaluable continuing education resource, while marketing/product managers and others who interact with the marketing research function can develop a solid foundation in the discipline.

Why should I complete the course?

As a graduate of the course, you will be recognized by employers, industry associations and peer groups as having in-depth knowledge of marketing research concepts and practices.

How long does it take to complete the course?

It all depends on how much time you can devote to study. You are given a full year to complete the course after registration, but some students graduate in six months or less. Most graduates report spending approximately 200 hours to complete the course — less than four hours per week.

Is this online course more difficult to take than a typical “classroom” course?

Not at all. The University of Georgia is a world leader in designing and delivering distance learning. In addition to having your own assigned online mentor to answer questions, the *Principles of Marketing Research* incorporates the latest in online technology and methods to facilitate your learning experience.

My organization is considering enrolling multiple students in the program. How does this work?

Group enrollment agreements are available for organizations registering multiple students within a 12-month period (see pricing information on this site). In the group-learning environment, coworkers and associates often collaborate, enhancing the overall experience and return on training investment for the organization. If desired, we can provide guidelines for group study and share the experiences of our most successful companies.

Are there examinations?

Yes. To receive your *Certificate of Program Completion* and your University of Georgia Continuing Education Units (CEUs), you must successfully earn a score of 70% or higher on five graded components.

1. Open-book, online examination (OE #1) covering course material from Module 1.
You will take this assessment from your home or work computer.
2. Written, proctored examination (WPE #1) covering course material from Modules 2-5.
*You will make arrangements to take this exam **at a local college or university located near you!***
3. Open-book, online examination (OE #2) covering course material from Modules 7 & 8.
You will take this assessment from your home or work computer.
4. Written, proctored examination (WPE #2) covering course material from Modules 6, 9-10. *You will make arrangements to take this exam **at a local college or university located near you!***
5. Open-book, online examination (OE #3) covering course material from Module 11.
You will take this assessment from your home or work computer.

Where do I go to take the exams?

You will take the exams at a college, university, technical school, or other facility that is located conveniently near you. You are responsible for identifying a local testing center and scheduling your exam with its staff. Schools differ in their practices, so you may have to pay a proctor fee to take the exams. When you contact a college or university, please be sure to ask for their testing department.

If you are unsure how to find a testing site, your local telephone directory is an excellent place to start your search. You may also find that an online search engine is helpful in yielding alternative locations. If you are located outside of the United States, and if a US Embassy is located conveniently, you may wish to contact them about administering your exam.

Once you make your local arrangements, our staff will mail your exams directly to the testing center, along with instructions for administering the tests. If you have problems finding a testing center in your area or in scheduling your exams, you may contact the Georgia Center at +1-706-542-3537 for assistance.

Are practice tests available?

End-of-module quizzes and practice tests are included in the online course.

How long does it take to learn the results of each written, proctored exam (WPE)?

The examination results are graded the day they arrive in the mail and we make every attempt to e-mail your exam results to you on the day we score your completed exam! If necessary, you may retake a written, proctored examination (WPE) for a fee of \$30.

Can I transfer my course registration to another student?

If you have not taken the first written, proctored examination (WPE #1) yet and you are within the first six (6) months of your enrollment, you may transfer your course registration and materials to another participant. This person will also have a maximum of 12 months to pass the five graded components. A course may be transferred only once for a fee of \$299 (US).

What is the cancellation/refund policy for individual enrollments?

If for any reason you need to cancel or reschedule your training program, please contact The University of Georgia Center for Continuing Education. Simply notify us within seven days of receipt of the Welcome e-notice (disclosure of the course URL and password), and a refund will be granted, minus a \$50 service fee.

**For more information about the *Principles of Marketing Research*,
contact us at questions@georgiacenter.uga.edu
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