



Principles of Marketing Research

FROM THE UNIVERSITY OF GEORGIA

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

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- 1. Web:** Register securely online — *Credit Card Only*
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- 3. Phone:** Call +1-706-542-3537 or 800-811-6640 (toll free in the US) and complete your registration over the telephone — *Credit Card Only*
- 4. Mail:** Mail the completed [printable registration form](#) with payment (check or money order payable to the *University of Georgia*) to:

The University of Georgia
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Cost/Course Fee Options

The standard course fee is \$1,089 (US Funds) per person. If you or a company colleague holds a current membership to one of our supporting or participating associations, a course discount is available. See the details in the grid below.

Group Discount Enrollment Agreements

Group enrollment agreements are available for organizations registering multiple employees within a 12-month period, based on the size of the group. To inquire further about group enrollments for your organization, contact [Pam Bracken](#) at +1-706-542-3537.

PRINCIPLES OF MARKETING RESEARCH COURSE	
	Per Person
Individual	
Non-Member Rate	\$1,089
Member Rate *	\$929
Group Enrollment	
10 – 24 participants	\$879
25 – 49 participants	\$859
50 – 99 participants	\$829
100 or more participants	\$799

Prices are listed per person in US funds. Prices are subject to change.

*Member Rate: A \$160 discount per participant is granted to organizations with current members in any of our supporting associations: ARF, AMA, CASRO, ESOMAR, MRA, MRIA, PBIRG, PMRG, WIN/GIA and to recent attendees of IIR Market Research Event within 12 months of enrollment.

For more information about the *Principles of Marketing Research*, contact us at questions@georgiacenter.uga.edu or by telephone at +1-706-542-3537.