



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

MRI MARKETING RESEARCH
INSTITUTE INTERNATIONAL



How to Contact Us:

Phone: +1-706-542-3537 or

1-800-811-6640 (USA only)

E-Mail: questions@georgiacenter.uga.edu

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How Does *Principles of Marketing Research* Work?

Principles of Marketing Research is a self-study, certificate program based upon the Marketing Research Core Body of Knowledge (MRCBOK®). Working online, you will progress at your own pace, consulting with your coach-mentor to ensure you've grasped key concepts.

- Enroll at any time
- Complete the course's graded components within 12 months (learn about the Graded Components)
- Assess your knowledge through end-of-module quizzes and online practice tests with instant feedback
- Coach-mentor will provide guidance and respond to your e-mailed questions (learn about the Proctored Exams)

The simple, clean design of *Principles of Marketing Research* reflects the University of Georgia's decades of experience in distance learning. The course has been thoroughly tested for reliable performance with any modern web browser, and its ease of use has been proven by more than 5,000 students in 90 countries. Should you need it, technical support is an e-mail or telephone call away.

As a graduate of the *Principles of Marketing Research*, you will be recognized by industry associations, employers, peer groups and other professionals as having mastered the core body of knowledge that forms the basis of marketing research. This recognition will help you advance in your company and the industry.



The *Principles of Marketing Research* course is PRC Approved. Go here for more details.

Graduates of the *Principles of Marketing Research* can earn the coveted CMRP (Certified Marketing Research Professional) designation by writing the MRIA CMRE (Certified Marketing Research Exam). To qualify to write for the exam, you need to have at possess a university degree from a recognized university, have at least two (2) years of work experience in the marketing research, and have completed the MRIA Core course "102-Ethical Issues & Privacy in Marketing Research" (or will complete it within six months following the examination date). The CMRE Application Forms for the Comprehensive Marketing Research Exam (CMRE) can be downloaded from the MRIA website.



The Required Graded Components

To receive 20 continuing education units (CEUs) from The University of Georgia and a *Certificate of Program Completion* from Marketing Research Institute International, Marketing Research Association, ESOMAR-World Research and the University, you must successfully earn a score of 70% or higher on each of the 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 to Take the Written, Proctored Examinations (WPE)

For your convenience, you are able to take the WPEs at a college, university, technical school, or other facility that is located at your convenience. 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.

**For more information about the *Principles of Marketing Research*,
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