



# 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)

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## Course Benefits

- **Get Ahead:** A compelling online self-study format which enhances the marketing research knowledge of busy working professionals
- **Expand Your Knowledge:** Interactive online curriculum, written by leading academic and applied marketing research professionals from around the world, combined with two university-level textbooks
- **Bolster Your Credentials:** Earn 20 continuing education credits (CEUs) and a *Certificate of Program Completion* from the University of Georgia — a premier US educational institute and recognized global leader in continuing education
- **Study With the Best:** A University of Georgia program which is endorsed by major industry associations and corporations in the research industry and thousands of practitioners worldwide
- **Fits Into Your Busy Schedule:** Dynamic online program which can be studied whenever and wherever you are
- **Get Connected:** Active and varied student support mechanisms, such as coach-mentors, discussion boards, progress monitoring tools and self assessments

## Invested in Their People

Here are just a few of the many organizations around the world that have invested in their people and future success through the *Principles of Marketing Research* online certificate course:

- Adelphi Research
- The Coca-Cola Company
- Eastman Kodak
- Eli Lilly and Company
- Ford Motor Company
- Genactis
- Harris Interactive
- Ipsos
- Kantar Group
- The Loyalty Research Center
- Maritz Research
- Nationwide Insurance
- Opinionology
- Research Pacific Group Singapore
- Samsung Electronics Co.
- Synovate
- The Nielsen Company

## What Graduates Say

The *Principles of Marketing Research* provided me with important additions to my marketing research tool box. It goes deep enough to develop a sound theoretical basis for day-to-day decisions, while still being relevant for the practical user. Being an online course assures excellent flexibility to fit into a busy working calendar.

— Georg Neuschütz, General Motors Europe AG, Switzerland

Even though I have been involved in marketing research for quite some time, I learned a great deal. Everything is presented in manageable portions. The self-tests and practice exams are brilliant motivators. The “human” support from my faculty mentor has been first-class. I will be sorry to leave ***Principles of Marketing Research*** behind. I have enjoyed it immensely.

— Jim Bruce, *Customers for Life, Limited, Ireland*

After 30 years away from university learning, this was a challenging but a manageable “welcome back.” The ***Principles of Marketing Research*** course helped me broaden my focus by going back to principles that may fade from daily consciousness when working in a specialized research field.

— David Gibson, *InterMedia Survey Institute, Washington, DC, USA*

I never had a formal education in the field of marketing research. ***Principles of Marketing Research*** gave me a good basic grasp of marketing research concepts and the ability to more fluently speak the marketing research language.

— Nancy Forbes, *Market Intelligence Program Manager, International IT Company, USA*

### **What Corporations Say**

The marketing research activity at Ford Motor Company supports the ***Principles of Marketing Research*** program. We are a fairly large group and we find very strong, capable people from other Ford activities who want to do a rotation in marketing research. The program gives them a good foundation from which to start and grow their research abilities. The flexibility of the program works well for our employees and for management. It’s a great tool that you should consider for your organization.

— Mary P. Klupp, *Director, Global Consumer Insights, Ford Credit, Ford Motor Company, USA*

For those strongly committed to pursuing careers in marketing research, especially on the analytical side, Principles of Marketing Research is a very well conceptualized, comprehensive, and engaging program, developed in close consultation with industry leaders. Moreover, it represents an incredible value for a relatively modest investment.

— Robert L. Cohen, *Ph.D., President and Chief Executive Officer, Scarborough Research, USA*

### **What Industry Leaders Say**

Many people both outside and within the research industry view it — I think mistakenly — as a “numbers” game, the ginning up and manipulation of data. Quite to the contrary, I believe this is a people industry. And the way to upgrade the industry is to upgrade the people working in it, and that benefits everyone.

— Jack J. Honomichl, *President, Marketing Aid Center, Inc.; Founder, Inside Research, “The Bible of the Marketing Research Industry” — Barron’s, USA*

The Principles of Marketing Research course has provided researchers, no matter what corporate or industry sector they work for, with a core body of professional knowledge that is consistently understood and respected nationally and internationally.

— Diane Bowers, *President, Council of American Survey Research Organizations (CASRO)*

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