



# Principles of Pharmaceutical Marketing Research

FROM THE UNIVERSITY OF GEORGIA

Fulfilling the core marketing research educational needs of individuals and companies in the pharmaceutical, biotech, and medical device industries worldwide

## Register Now!

You have four easy ways to register:

- 1. Web:** Register securely online — *Credit Card Only*
- 2. Fax:** Click the link to call up our [printable registration form](#), print it out, complete it and Fax to +1-706-583-0180 — *Credit Card Only*
- 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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**MRII** MARKETING RESEARCH  
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## Cost/Course Fee Options

The standard course fee is \$1,189 (US Funds) per person. If you or a company colleague holds a current membership to one of our supporting 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 PHARMACEUTICAL MARKETING RESEARCH COURSE	
	Per Person
<b>Individual</b>	
Non-Member Rate	\$1,189
Member Rate *	\$999
<b>Group Enrollment</b>	
10 – 24 participants	\$979
25 – 49 participants	\$959
50 – 99 participants	\$929
100 or more participants	\$899

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

*\*Member Rate: A \$190 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 attendees of IIR Market Research Event within 12 months of enrollment.*

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