



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

*Presented through a unique
partnership between*



The University of Georgia

MRII 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

Course Benefits

- **Get Ahead:** A compelling online self-study format which enhances the pharmaceutical 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 22 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 pharmaceutical 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 coaches-mentors, discussion boards, progress monitoring tools and self assessments

What Graduates Say

I benefited from the *Principles of Pharmaceutical Marketing Research* in the following ways:

- Pride in holding a certificate supported by the most important organizations in the industry worldwide
- Confidence that I now possess the core knowledge
- The confidence of my employer

— *Anonymous*

I know my trustworthiness has increased in the minds of my management. Every time I received an e-mail notifying me of my exam results, I received congratulations from my employer.

The program is consistent. The recommended book (by Malhotra) is like a bible. It is the same book that is recommended by the Marketing Research and Intelligence Association (MRIA) in Canada for training that leads to the Certified Marketing Research Professional designation. I have enrolled as a member of the MRIA and I am planning to become certified as a full marketing research professional.

— *Alexis Noel Kamdjou, Sanofi-Aventis AFC (Cameroon)*

I hold a degree in chemistry and formerly worked as a hospital sales representative in the pharmaceutical industry. I came to marketing research as a lateral entrant and started working on a freelance basis. I decided to take the *Principles of Pharmaceutical Marketing Research* course to learn the basics of marketing research, to be able to speak to [my research] colleagues at their level, and, of course,

to get ahead. The most important benefit for me was the feeling of having achieved a solid foundation in marketing research. Holding a certificate from the University of Georgia for the successful completion of a program certified by organizations like ESOMAR is also very important in terms of professional advancement. Above all, I gained an overview of the topics and tasks related to pharmaceutical marketing research. As a native German speaker, it also was important to learn all relevant technical terms in English, which — by the way — also improved my English a lot! My company really appreciated my completion of this program as it has such a good reputation. I earn more money and my tasks have become more interesting and challenging by far. I am now considered a real marketing researcher.

— *Marcus Schleiffelder, PSYMA International Medical Marketing Research GmbH (Germany)*

I took the ***Principles of Pharmaceutical Marketing Research*** to advance my career. I chose this particular course because it was provided by a prestigious university, in partnership with highly respected marketing research organizations. The monitored exams add credibility to the course. The ***Principles of Pharmaceutical Marketing Research*** course helped me understand the big picture of marketing research and the tools and approaches to use for specific research problems in the pharmaceutical industry.

— *Anonymous, research analyst from a global pharmaceutical company (Switzerland)*

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 Pharmaceutical 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
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