



# Principles of Market Research

FROM THE UNIVERSITY OF GEORGIA

Presented through a unique partnership between



The University of Georgia

**MRII** MARKETING RESEARCH INSTITUTE INTERNATIONAL

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**How to Contact Us:** Phone: +1-706-542-3537 or 1-800-811-6640 (USA only) • E-Mail: [questions@georgiacenter.uga.edu](mailto:questions@georgiacenter.uga.edu)

## MODULE ONE: Marketing and Its Interface with Market Research, sponsored by Quirk's

# QUIRK'S

Marketing Research Review

Quirk's is the only monthly print magazine and website designed exclusively for market research professionals. Articles are written by industry experts and provide straightforward advice through discussions of research techniques and through real-world project examples. The companion website includes directories of research companies and facilities, job postings, and much more. Visit us at [www.quirks.com](http://www.quirks.com).

## MODULE TWO: Introduction to Market Research and Planning the Research Process, sponsored by C&C Market Research

Market  Research

**C&C Market Research**, with 50 offices across the US, is the largest privately owned and operated market research company in the US and has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none.

## MODULE Three: Research Design, sponsored by Gazelle Global

If you are a research professional who uses your own tools, or even if you outsource, **Gazelle/**



**GoSample** will help you get it done. We provide global sample solutions, online survey support in Qualtrics, IBM, and other popular platforms. We create data tables, SPSS, charts & PPT presentations too. In other words, we will *BRING IT* for you!

## MODULE FOUR: Sampling, sponsored by Lightspeed Research



**Lightspeed GMI** is a global online market research solutions provider. Through proprietary global panels and research products and services, Lightspeed

GMI delivers valuable data to help businesses make informed decisions. Lightspeed GMI is part of Kantar, the information, insight, and consultancy division of WPP.

## MODULE FIVE: Data Collection Methods, sponsored by Interviewing Service of America



**Interviewing Service of America (ISA)** has been at the forefront of high quality data collection for 30+ years. Our diverse offerings include B2B and B2C telephone interviewing, online data collection, CATI and online programming, IVR, multicultural capabilities, qualitative products, and sampling services for both CATI and online.

## MODULE SIX: Measurement Approaches, sponsored by Socratic Technologies



Founded in 1994 and headquartered in San Francisco, **Socratic Technologies** is a full service consultancy specializing in interactive market research and advanced modeling techniques that use proprietary tools and methodologies to accelerate and improve research for the study of global markets.

## MODULE SEVEN: Advanced Data Analysis, sponsored by Annik

**Annik** is a global data and analytics solutions provider helping businesses realize the full



potential of their data assets. **Data Driven • Knowledge Directed**  
Our engagement processes create solutions tailored to meet individual business needs.

## MODULE EIGHT: Advanced Data Analysis, sponsored by Sawtooth Software

**Sawtooth Software** is a leading provider of advanced tools for computer and Internet interviewing, conjoint analysis, max-diff scaling, cluster/ensemble analysis, perceptual mapping, and hierarchical Bayes (HB) estimation, all backed by our unparalleled support team.



## MODULE NINE: Communicating Research, sponsored by Confront

**Confront** is the world's leading provider of software for market research and enterprise feedback management.



Confront offers a wide range of software products for feedback/data collection, panel management, data processing, analysis, and reporting.

## MODULE TEN: Global Market Research, sponsored by The Coca-Cola Company

The **Coca-Cola Company** is the world's largest beverage company and is the leading producer and marketer of soft drinks. Along with Coca-Cola, recognized as the world's best-known brand, The Coca-Cola Company markets four of the world's top five soft drink brands, including Diet Coke, Fanta, and Sprite.



## MODULE ELEVEN: Trends in Market Research, sponsored by SSI

**SSI** is the premier global provider of sampling, data collection, and data analytic solutions for consumer and business-to-business survey research, reaching respondents in 86 countries via Internet, telephone, mobile/wireless, and mixed-access offerings.





# Principles of Pharmaceutical Market Research



# Principles of **Mobile** Market Research

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Principles of Pharmaceutical Market Research,  
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 **Adelphi Research**, part of the Adelphi Group, is a full service agency, offering methodologies and people to deliver market research solutions throughout the product lifecycle, thus providing all major qualitative, quantitative and specialist MR methodologies.

**Ipsos** is one of the Top 3 survey-based market research organizations in the world. In the Ipsos Healthcare practice, we are not only market research specialists but researchers with strong business- and industry-acumen. So whether you are creating, differentiating or building your brand Ipsos Health provides commercially-meaningful guidance needed for key decision-making.



 **M3 Global Research** offers an ISO 26362 certified panel of more than 2.5 million verified, worldwide physicians in over 700 subspecialties to deliver accurate and cost effective medical market research studies.

**RG+A**'s unique system of innovative research tools utilizes a variety of methods and real-world insights for pharmaceutical, biotech, and medical device companies in the US and international markets.



Principles of Mobile Market Research,  
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**FocusVision** is the first company to provide integrated, global technology solutions for both quantitative and qualitative market research. The company offers research facility video streaming, webcam focus groups, ethnography streaming, asynchronous online software and mobile device usability studies as well as a robust survey programming and reporting platform.



**Full Circle Research Co.**, the first and only US-based online consumer sample provider to earn ISO 26362 certification, marries advanced technology, flexible community strategies, and a 120+ CATI phone center to up recruitment and validation in ways previously cost-prohibitive from an online provider.



**Research Now**,<sup>®</sup> the global leader in permission-based digital data collection solutions, empowers companies to listen to and interact globally with consumers and business professionals through online panels; as well as mobile, digital, behavioral, and social media technologies.



**YouSay!** is the only mobile research tool you will ever need. With our device-agnostic survey software and specialized panel building, your research will get the respondents it deserves.



For more information about the *Principles of Market Research*,  
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or by telephone at +1-706-542-3537.