

Principles of **Market Research**

FROM THE UNIVERSITY OF GEORGIA

Fulfilling the core market research educational needs of individuals and companies worldwide.



Presented by



**UNIVERSITY OF
GEORGIA**

MRII MARKET RESEARCH
INSTITUTE INTERNATIONAL

These courses are PRC, QPMR, and MRIA approved

PRINCIPLES OF MARKET RESEARCH

This course is a comprehensive, rigorous, self-study online training program that teaches the fundamental research skills needed to make insightful and informed business decisions. The course is supported by and meets the certification requirements of multiple industry associations. There are 11 modules:



PRINCIPLES OF MOBILE MARKET RESEARCH

This course provides researchers at all levels with the foundation they need to conduct successful mobile market research. The course consists of 10 modules:



PRINCIPLES OF PHARMACEUTICAL MARKET RESEARCH



This course adapts the Principles of Market Research to the unique requirements of market research in the life sciences industry. It adds real life case studies on topics such as new drug classes; ethical and legal constraints in the pharmaceutical industry; print ad effectiveness; and complexities of sampling physicians and other health care providers.

What graduates are saying



"The Principles of Market Research provided me with important additions to my market research tool box."

- Georg Neuschütz, General Motors Europe AG, Switzerland

"The material was very relevant to the changing market research industry."

- Aimee Kerstetter, TNS North America, USA

"This course should be a prerequisite for all individuals, especially those working in research and client servicing roles."

- Ross Wahid, Senior Manager DNA Marketing Research, Saudi Arabia

"Everything is presented in manageable portions. The self-tests are brilliant motivators. The human support from my faculty mentor has been first-class."

- Jim Bruce, Customers for Life, Limited, Ireland

"I earn more money and my tasks have become more interesting and challenging by far. I am now considered a real market researcher."

- Marcus Schleiffelder, PSYMA International Medical Marketing Research GmbH, Germany

"The Principles of Market Research 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, D.C., USA

"The course gave me a good basic grasp of market research concepts and the ability to more fluently speak the market research language."

- Nancy Forbes, Market Intelligence Program Manager, International IT Company, USA

"All you need to know about MR combined in one place."

- Alenka Bučan, Slovenia

What corporations are saying



“The Principles of Market Research has been beneficial to many of our employees for the last 17 years. It provides a great foundation for aspiring “researchers” or anyone remotely involved in the Market Research industry. We highly recommend this program.”

- Lisa Weaner, SVP, Retired, MaritzCX

“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, Retired, Ford Motor Company

“The Principles of Market Research is a development program is a highly effective tool both for those at the start of their career journey or making a career switch to MR, and for those who are in a sales or marketing role but want to improve their insight/data-driven decision-making capabilities.”

- Elys Roberts, CEO, Ipsos Marketing Practices

“The Principles of Market Research is one of the most accessible and respected educational programs in the industry. We will continue to encourage our employees to participate because it makes them better researchers for themselves, 20|20 and our clients.”

- Jim Bryson, President, 20|20 Research

What industry leaders are saying



“For over 20 years, the Principles of Market Research course has equipped researchers with the skills they need to conduct high quality research and succeed in their

careers. The course is comprehensive and up to date. Uniquely, course graduates earn an exemption for the qualifying exam when they apply to attain Professional Researcher Certification (PRC), the industry’s premier designation of researcher performance.”

- David Almy, CEO, Insights Association

“ESOMAR is proud to be a long-time supporter of the Principles courses, and is honored to contribute to keeping these courses at the forefront of research. As the research industry continuously transforms itself with the adoption of new methods and data sources, a solid foundation in the principles that distinguish good research from bad research is more important than ever, for new entrants and veterans alike.”

- Finn Raben, Director General, ESOMAR

BENEFITS

- **Advance your career** by enhancing your research skills while continuing to work full time.
- **Expand your knowledge** with an interactive online curriculum, written by leading academic and applied market research professionals from around the world.
- **Bolster your credentials** by earning continuing education credits (CEUs) and a Certificate of Program Completion from the University of Georgia. Use your certificate to qualify for certification programs offered by industry associations in the US, Canada, and Australia.
- **Study with the best** in a program that is endorsed by major industry associations and corporations worldwide and meets their certification requirements.
- **Learn on your schedule** by studying whenever and wherever you are.

AMPLIFY SUCCESS THROUGH GROUP STUDY

Many of our corporate clients keep their employees focused using a group study format. A modest investment in time and planning can pay big dividends. Learners will complete the course faster, score better on exams, and understand how the concepts and skills they've learned apply to your organization's goals and culture.

FREQUENTLY ASKED QUESTIONS

1. Who should take these courses?

Anyone interested in developing or strengthening core skills in market research will benefit, including experienced practitioners, newcomers to the field of market research, marketing/product managers and others who interact with the market research function.

2. How long does it take to complete a course?

That's up to you. Students in the Principles of Market Research and Principles of Pharmaceutical Market Research have up to a year to complete the course, but some students graduate in six months or even less. Principles of Mobile Market Research must be completed within 30 days; many students report completing it over a weekend.

3. How much does the program cost?

The standard price for Principles of Market Research and Principles of Pharmaceutical Market Research is \$1089. Principles of Mobile Market Research is priced at \$499. Discounts are available for group enrollments and members of supporting associations.

See our website for more details:

www.marketresearchcourses.org

INVESTING IN PEOPLE

Some of the many global organizations that have invested in their people and future success through our courses:

Adelphi Research
B³Intelligence
C&C Research
The Coca-Cola Company
Confirmit
Eli Lilly and Company
FocusVision
Ford Motor Company
Full Circle
Healogix
Interviewing Service of America
Ipsos
Kantar
Lightspeed Research
M3 Global Research
Markelytics
MarketSight
MaritzCX Research
Merck & Company, Inc.
Nationwide Insurance
The Nielsen Company
NPD Group
Quirk's Media
Research Now
Sawtooth Software
Samsung Electronics Co.
Socratic Technologies
Survey Sampling International

Founding Organizations



Supporting Organizations



Terry College of Business
UNIVERSITY OF GEORGIA

For more information, contact Pamela Bracken at

Principles of Market Research

University of Georgia

Athens Georgia 30602-3603 USA

Phone +1-706-542-3537

pam.bracken@georgiacenter.uga.edu

Register online:

www.marketresearchcourses.org



UNIVERSITY OF
GEORGIA
Center for Continuing
Education & Hotel

The University of Georgia is committed to principles of equal opportunity and affirmative action.
Program details subject to change.