

Principles of Market Research

FROM THE UNIVERSITY OF GEORGIA

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

Presented through a unique
partnership between



MRII MARKET RESEARCH
INSTITUTE INTERNATIONAL



How to Contact Us:

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Frequently Asked Questions

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Who should take the course?

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.

Why should I complete the course?

As a graduate of the course, you will be recognized by employers, industry associations and peer groups as having in-depth knowledge of market research concepts and practices. This recognition will help you advance in your company and the industry.

You can earn a national certification through three separate market research industry associations:

- Graduates can receive an automatic examination exemption to the PRC (Professional Researcher Certification) program. If you have any questions about PRC, please contact prc-certification@marketingresearch.org.
- Graduates can earn MRIA's coveted CMRP (Certified Marketing Research Professional). CMRP - PATH 1: Post Graduate. Details about CMRP are [here](#).
- Graduates also holding membership to AMSRS (Australia) are eligible for an exemption to the AMSRS QPMR (Qualified Practising Market Researcher) exam. For more details, contact the QPMR manager at qpmr@amsrs.com.au.



How long does it take to complete the course?

That's up to you. It all depends on how much time you can devote to study. Students have up to a year to complete the course, but some students graduate in six months or even less.

Is this online course more difficult to take than a typical “classroom” course?

No. The University of Georgia is a world leader in designing and delivering online courses and we continually update our offerings using the latest in online learning technology to facilitate the learning experience. In addition, technical support specialists and online mentors with subject matter expertise are available to answer your questions.

My organization is considering enrolling multiple students in the program. How does this work?

Group enrollment agreements are available for organizations registering multiple students within a 12-month period (see pricing information on this site). In the group-learning environment, coworkers and associates often collaborate, enhancing the overall experience and return on training investment for the organization. If desired, we can provide guidelines for group study and share the experiences of our most successful companies.

Are there examinations?

Yes. To receive your *Certificate of Program Completion* and your University of Georgia Continuing Education Units (CEUs), you must successfully earn a score of 70% or higher on five graded components.

1. Open-book, online examination (OE #1) covering course material from Module 1. *You will take this assessment from your home or work computer.*
2. Written, proctored examination (WPE #1) covering course material from Modules 2-5. *You will make arrangements to take this exam at a local college or university located near you!*
3. Open-book, online examination (OE #2) covering course material from Modules 7 & 8. *You will take this assessment from your home or work computer.*
4. Written, proctored examination (WPE #2) covering course material from Modules 6, 9-10. *You will make arrangements to take this exam at a local college or university located near you!*
5. Open-book, online examination (OE #3) covering course material from Module 11. *You will take this assessment from your home or work computer.*

Where do I go to take the exams?

You will take the exams at a college, university, technical school, or other facility that is located conveniently near you. You are responsible for identifying a local testing center and scheduling your exam with its staff. Schools differ in their practices, so you may have to pay a proctor fee to take the exams. When you contact a college or university, please be sure to ask for their testing department.

If you are unsure how to find a testing site, your local telephone directory is an excellent place to start your search. You may also find that an online search engine is helpful in yielding alternative locations. If you are located outside of the United States, and if a US Embassy is located conveniently, you may wish to contact them about administering your exam.

Once you make your local arrangements, our staff will mail your exams directly to the testing center, along with instructions for administering the tests. If you have problems finding a testing center in your area or in scheduling your exams, you may contact the Georgia Center at +1-706-542-3537 for assistance.

Are practice tests available?

End-of-module quizzes and practice tests are included in the online course.

How long does it take to learn the results of each written, proctored exam (WPE)?

The examination results are graded the day they arrive in the mail and we make every attempt to e-mail your exam results to you on the day we score your completed exam! If necessary, you may retake a written, proctored examination (WPE) for a fee of \$30.

Can I transfer my course registration to another student?

If you have not taken the first written, proctored examination (WPE #1) yet and you are within the first six (6) months of your enrollment, you may transfer your course registration and materials to another participant. This person will also have a maximum of 12 months to pass the five graded components. A course may be transferred only once for a fee of \$299 (US).

What is the cancellation/refund policy for enrollments?

You may cancel your enrollment within the first seven days and receive a refund less a \$100 administrative processing fee, provided that you have not accessed the online course material at all. Written requests for course cancellation or transfer must be sent to student@georgiacenter.uga.edu in order to be processed.

**For more information about the *Principles of Market Research*,
contact us at questions@georgiacenter.uga.edu
or by telephone at +1-706-542-3537.**