

Principles of Market Research

FROM THE UNIVERSITY OF GEORGIA

Fulfilling the core market research educational needs of individuals and companies 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
Center for Continuing Education
Professional and Personal Development,
Suite 191
1197 S. Lumpkin Street
Athens, GA 30602-3603 USA

Presented through a unique
partnership between



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Cost/Course Fee Options

The standard course fee is \$1,089 (US Funds) per person. If you or a company colleague holds a current membership to one of our supporting or participating 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 MARKET RESEARCH COURSE	
	Per Person
Individual	
Non-Member Rate	\$1,089
Member Rate *	\$929
Group Enrollment	
10 - 24 participants	\$879
25 - 49 participants	\$859
50 - 99 participants	\$829
100 or more participants	\$799

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

* Member Rate: A \$160 discount per participant is granted to organizations with current members in any of our supporting associations: ARF, AMA, ESOMAR, Insights Association (IA), MRIA, PBIRG, PMRG, and attendees of 2016 IIX North America and 2016 TMRE.

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

Principles of Market Research

FROM THE UNIVERSITY OF GEORGIA

Principles of Market Research – #65670

THREE EASY WAYS TO REGISTER via PRINTABLE FORM

Fax: Fax to +1-706-542-6596 – *Credit Card Only*

Phone: Call +1-706-542-3537 or 800-811-6640 (toll free in the U.S.) – *Credit Card Only*

Mail: Mail the completed form with payment (check or money order payable to the *University of Georgia*) to:

The University of Georgia
Center for Continuing Education
Professional and Personal Development, Suite 192
1197 S. Lumpkin Street
Athens, GA 30602-3603 U.S.A.

Courtesy Title: Mr. Ms. Mrs.

Last Name _____ First Name _____ MI _____ Date of Birth* (MM / DD / YYYY)
**Used for retrieval of transcript*

Email Address _____ Fax No. _____

Home Address _____ Business Address _____

City _____ State _____ US Zip Code _____ City _____ State _____ US Zip Code _____

COUNTRY and Postal Code (if outside the USA) _____ COUNTRY and Postal Code (if outside the USA) _____

Home Phone _____ Business Phone _____

Please send me e-mail about Georgia Center programs: Yes No How did you hear about the course? _____

Place of Employment _____ Position _____ Number of Years in Market Research _____

Course Fees:

Standard Course Fee \$1089 Membership Discount Fee* \$929

If you qualify for a discounted rate, please complete the information below:

**Membership status will be verified by professional association. Conference attendance for IIeX and TMRE will be verified by professional association.*

My company holds membership in the following:

The ARF (Advertising Research Foundation) PBIRG (Pharmaceutical Business Intelligence & Research Group)

I am a member of the following organization:

I am a research colleague of the following organization. Please list colleague's full name: _____

AMA (American Marketing Association)

ESOMAR

IA (Insights Association)

MRIA (Marketing Research and Intelligence Association)

PMRG (Pharmaceutical Marketing Research Group)

I attended the 2016 IIeX Conference.

I attended the 2016 TMRE.

Method of Payment: Check (made payable to the *University of Georgia*)

MasterCard American Express Discover Visa (Phone & fax registrations accepted with credit cards only.)

Card Number _____

Cardholder Name _____ Expires _____ Security Code _____

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.

Textbooks must be ordered separately. You may order these textbooks from **MBSDirect** at 1-800-325-3252 (U.S. only) or +1-573-446-5299 or fax +1-573-446-5254. Please request *The University of Georgia Certificate Program – Principles of Market Research*.

PRINT

CLEAR

This Form May Be Duplicated.