

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:

Phone: +1-706-542-3537 or
1-800-811-6640 (USA only)

E-Mail: [questions@
georgiacenter.uga.edu](mailto:questions@georgiacenter.uga.edu)

144804 (12/16)

How Does Principles of Market Research Work?

Principles of Market Research is a self-study, certificate program based upon the Marketing Research Core Body of Knowledge (MRCBOK®). Working with the two required textbooks and the online content, you will progress at your own pace, consulting with your coach-mentor to ensure you've grasped key concepts

- Enroll at any time
- Secure the two required textbooks (listed on the course promotional Web site).
- Complete the course's graded components within 12 months (learn about the **Graded Components**)
- Assess your knowledge through end-of-module quizzes and online practice tests with instant feedback
- Coach-mentor will provide guidance and respond to your e-mailed questions (learn about the **Proctored Exams**)

The simple, clean design of *Principles of Market Research* reflects the University of Georgia's decades of experience in distance learning. The course has been thoroughly tested for reliable performance with any modern web browser, and its ease of use has been proven by more than 8,000 students in 104 countries. Should you need it, technical support is an e-mail or telephone call away.

As a graduate of the *Principles*, you will be recognized by industry associations, employers, peer groups and other professionals as having mastered the core body of knowledge that forms the basis of market research. This recognition will help you advance in your company and the industry.

PRC PROFESSIONAL RESEARCHER CERTIFICATION
Graduates of the *Principles* course can receive an automatic examination exemption to the **PRC program**. Go [here](#) for more details.

Graduates of the *Principles* course are eligible for an exemption from sitting the AMSRS QPMR exam (Qualified Practising Market Researcher). For more details, contact the QPMR Manager on 02 9566 3100 or at qpmr@amsrs.com.au.

QPMR
IAMSRS

Graduates of the *Principles* can earn the coveted **CMRP** (Certified Marketing Research Professional). CMRP - PATH 1: Post Graduate. Details about the CMRE can be downloaded from the MRIA website.

MRIA
ARIM

The Required Graded Components

To receive 20 continuing education units (CEUs) from The University of Georgia and a *Certificate of Program Completion* from Marketing Research Institute International, Insights Association, ESOMAR and the University, you must successfully earn a score of 70% or higher on each of the 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 to Take the Written, Proctored Examinations (WPE)

For your convenience, you are able to take the WPEs at a college, university, technical school, or other facility that is located at your convenience. 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.

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