

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

Presented through a unique partnership between



UNIVERSITY OF  
**GEORGIA**

**MRII** MARKET RESEARCH  
INSTITUTE INTERNATIONAL



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## Frequently Asked Questions

### 1. Who should take the self-paced, self-study *Principles Express*<sup>+</sup> course?

Anyone working in market research—whether in a research company or a client organization—who works with quantitative data and wants to expand their knowledge of the both basic and advanced analytic techniques. Anyone working in a Consulting, Brand Marketing / Digital Marketing, Market Research or a field with access to large quantities of data (e.g., Human Resources, Financial, Pharmaceutical, etc.), whether in a research company or a client. You might be a new researcher. Or, you might be a seasoned market researcher desiring refreshment or an opportunity to update your knowledge on this topic. Learn from the experts! The course author and MRII course contributors have decades of combined experience in this area.

### 2. Are there any prerequisites for enrolling in the course?

**No.** There are no prerequisites for enrolling in ***Analytics 1-2-3***. However, the course assumes some knowledge of basic research design and quantitative research practices. Enrollees might also consider one or more of the following: *Introduction to Market Research*, *Market Research Design and Data Identification*; *Sampling in Market Research*; *Quantitative Data Collection Methods*; and *Measurement and Questionnaire Design*. For more details about these courses, go [here](#).

### What knowledge is assumed by the *Principles Express*<sup>+</sup> Course?

You should be familiar with:

1. Sampling and sampling error (which is covered in a separate Course, *Sampling in Market Research*)
2. Types of data variables (which is covered in a separate Course, *Measurement and Questionnaire Design*)
3. Weighting (which is covered in Course, *Sampling in Market Research*)

### 3. When are the analytic techniques in this course needed?

Businesses face increasing complexity in making important decisions. As a result, market researchers must move beyond simple descriptive statistics. To gain full value from the data at hand, they need predictive techniques. Statistical modeling, and other forms of multivariate analysis, can provide scenario testing opportunities for consultative recommendations and also allow for contingency planning in case markets (or competitors) move in unanticipated ways.

### 4. Why should I complete the course?

As a graduate of *Principles Express*<sup>+</sup> ***Analytics 1-2-3*** you will be well-positioned to understand the data your organization possesses and how such data can be “brought to life” through properly applied analytic techniques. You also will gain a broader understanding of the explosion of data collected by others and now available, including big data. Also, this course offers continuing education for research practitioners. If you are [PRC certified](#) through the Insights Association ([IA](#)), this course qualifies for 36 hours for continuing education.

### 5. What do I receive when I complete the course?

Successful graduates of the course will receive a Certificate of Program Completion and [3.6 Continuing Education Unit](#) (CEU) from the University of Georgia. Additionally, you will earn a *Digital Badge* to post to your social media assets. Your *Digital Badge* recognizes your accomplishment as well as builds your brand and credibility in the global market research industry.

## 6. How long does it take to complete the course?

Upon receipt of the course "Welcome" email (containing the course URL, your username, and password), you are given up to 90 days to complete the 36-hour, self-paced, self-study course. A one-month extension can be granted for a nominal fee (\$50 US). You can make your one-month extension request and payment [here](#). Upon receipt of your extension request payment, 30 days will be added to your original course expiration date.

## 7. How much time will I need to devote to study?

Former students have reported spending 34-36 hours in the course. This course awards 3.6 Continuing Education Units to successful graduates.

## 8. What are the graded components of the course?

You must successfully complete nine online assessments with a score of 70% or greater: When you earn a score of 70% or greater for the End of Course Quiz you will be passed to the evaluation questionnaire where you will be completing a short evaluation of the course.

Once you have completed the evaluation, an automated message will be sent to the University of Georgia Center for Continuing Education alerting the administrative staff of your SUCCESSFUL COMPLETION of the online course. Within 36 hours, you will receive a confirmation "graduate" email from the University of Georgia.

## 9. Do I have to purchase a textbook?

**No.** However, we suggest you consider purchasing the recommended textbooks. The suggested textbooks are:

Malhotra, Naresh K., *Essentials of Marketing Research: A Hands-On Orientation*, Pearson Education: Upper Saddle River, NJ.; ISBN-13: 978-0-13-340182-0 (digital subscription edition)

Chakrapani, Chuck, *Analytics for Customer Insights: A Non-Technical Introduction*. ©2018; ISBN: 978-0-920219-52-2 (print version recommended) or ISBN 978-0-920219-52-2 (eBook).

Included in the online course are suggested reading assignments from the above textbooks. These readings **are not required content** and will **not** be part of the testing for the course. The textbook suggestions are simply intended to add additional depth to your understanding of the topic.

## 10. Can I study the online course content with my mobile device? What are the technology requirements (devices and browser)?

The online course content, tools and resources are best optimized for a desktop or laptop computer. While the online platform is designed to be mobile responsive, we strongly recommend the use of a desktop or laptop computer.

To take advantage of the different features (PDF files, URLs/links to external websites, animated exercises, audio and video clips) you should use a Windows or Macintosh-based browser. A robust browser such as [Chrome](#), [Firefox](#), [Microsoft Edge](#), or [Safari](#) and a fast internet connection provide the best experience. The online platform supports many popular web browser versions. To find out if your computer's current software configuration is compatible, see [System & Software Requirements](#).

## 11. What is the cancellation/refund policy?

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](mailto:student@georgiacenter.uga.edu) in order to be processed.

## Enroll Anytime. Register Now!

For more information about [Analytics 1-2-3](#), contact us at [questions@georgiacenter.uga.edu](mailto:questions@georgiacenter.uga.edu) or by telephone at +1-706-542-3537.

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