

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

Presented through a unique partnership between



## 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)

## How Does this Principles Express<sup>+</sup> Course Work?

**Analytics 1-2-3** is a unique bundle of three self-study courses based upon the **Marketing Research Core Body of Knowledge (MRCBOK®)**. Completing all three requires about 36 hours of online study. The simple, clean design of the online **Principles Express<sup>+</sup>** course reflects the University of Georgia's decades of experience in distance learning. The University of Georgia online market research courses have been thoroughly tested for reliable performance, and its ease of use has been proven by more than 9,000 market research practitioners in 104 countries. Should you need it, technical support is an e-mail or telephone call away.

### To complete this course, you must:

- Study the online course material.
- Explore the interactive course elements; use your mouse to hover and click on the links throughout (i.e., glossary terms, videos, interactive exercises, and industry white papers).
- Successfully complete nine online assessments in the order presented in the course with a score of 70% or higher.
- Complete your studies within 90 days (or less!) of issuance of your online course's URL, username, and password.

You will work at your own pace and on your own schedule, assessing your knowledge through interactive exercises and Progress Checks (assessments) that provide instant feedback, along with the Quizzes.

### How do the online assessments work?

- You have three attempts to complete each online assessment. If you are unable to successfully earn a score of 70% or higher after three attempts, you will not be eligible to earn course credit.
- Your answers to multiple-choice and true-or-false questions are based on your comprehension of the learning objectives.
- You can refer to the online course when answering each question. The assessments are untimed so you can take as long as necessary to attempt each one. You can save your answer(s) as you complete each question. Once you have answered all of the questions to your satisfaction, you submit your assessment for immediate grading. A score of 70% or greater is a passing score.
- When you submit your Progress Check (1 and 2) and End of Course Quiz for grading, you will immediately see your score including the feedback for each of the answer choices you submitted.

-If you **do not** earn a passing score of 70% or greater in your first attempt, you will be granted two additional attempts to do so.

-After you have successfully completed the final Quiz presented in *Working with Secondary Data: Syndicated and Big Data*, then click on the section entitled: Course Completion - Report My Status to the University. An automated message will then be sent to the University of Georgia Center for Continuing Education alerting the administrative staff of your **SUCCESSFUL COMPLETION** of the course. Within 36 hours, you will receive a confirmation "graduate" email from the University of Georgia.

*Note: When attempting Progress Checks, you must score a 70% or greater in order to continue on with the questions in the next Progress Check. You must score a 70% or greater before you proceed to the next assessment.*

#### **What do successful graduates earn?**

- *Digital Badge* (issued the month following your course completion).
- The University of Georgia will award 3.6 [Continuing Education Unit](#) (CEU) upon successful completion of the course. *University of Georgia CEU transcripts are available at any time upon written request.*
- You will also earn a *Certificate of Program Completion* from MRII, ESOMAR, IA and the University.

As a graduate of the **Principles Express**<sup>+</sup> course you will be recognized by industry associations, employers, peer groups and other professionals as understanding how to choose the most appropriate data collection method given your audience, the topic area of your research, and the methodology you plan to use. This recognition will help you advance in your company and the industry.

*This course is [PRC approved](#). If you are **PRC certified** through the Insights Association (IA), this course qualifies for 36 hours of continuing education.*



### **Enroll Anytime. Register Now!**

For more information about the ***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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