

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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Features

- A program managed and delivered by the University of Georgia, a premier US educational institution and recognized global leader in market research education.
- A dynamic and up-to-date online curriculum, written by leading academic and applied marketing research professionals from around the world.
- An online, self-study format that meets the needs of busy working professionals.
- Multiple student support mechanisms including progress monitoring tools and self-assessments.
- Begin your studies anytime.
- Endorsement by major industry associations worldwide.
- A program of study taken by almost 9000 practitioners from 104 different countries.

Benefits

- Advance your career by enhancing your research skills while continuing to work full time.
- Earn continuing education units (CEUs) and a *Digital Badge* from the University of Georgia.
- Expand your knowledge of the newest presentation techniques.
- Communicate more effectively with clients through creative use of graphics.
- Learn to translate your research findings into reports and presentations that grab your audience's attention, address the business decision your client needs to make, and offer sound and useful recommendations.
- Be recognized by certifying bodies in the United States, Canada, and Australia.

What Graduates Say about our Course

The University of Georgia's Communicating Research Results will elevate your ability to communicate with meaning and guide you to delivering results based on what was learned not just asked.

– Amy Charles, SVP, Loyalty Canada, Ipsos

This course so was comprehensive. I loved the ability to take it online. I also like the additional resources that added to the lessons.

– An experienced supplier-side researcher

A great summary for both agencies and brands on what report and presentation are made for and how they should be delivered to maximize impact and decision-making. It brings some really useful insights on researcher should consider data and build presentation in a both objective and client-focused manner.

– Emmanuel Malard, Samsung Electronics France

This course provides an up to date framework for how market research professionals should be communicating value to our clients.

– Brian Jones, Project Director, Chadwick Martin Bailey

Both junior researchers and experience research leaders will learn from this course. It reinforces important principles, causes the student to think carefully about how we communicate research, and provides relevant examples that will make you a more valued consultant and advisor.

– An experienced client-side researcher

This course did a great job telling a story to teach these concepts and practices! It was engaging. The right amount of media variety. Good graphics...pleasing colors and photos. The content was wonderful! I recognized and agreed with all of it!

– An experienced client-side researcher

The course was very up-to-date. I particularly liked the way it addressed the changing nature of the research industry and evolving skills required of the market researcher.

– An experienced client-side researcher

Enroll Anytime. Register Now!

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