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MRII MARKET RESEARCH
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This course will teach you how 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. It covers the broad range of reporting styles from written reports to PowerPoint presentations to storytelling. It will help you learn how to connect findings, insights, conclusions, and recommendations in a logical and seamless way so that your work has maximum impact.

Learning Objectives

After completing this course you should be able to:

1. Describe the role of the market researcher as a consultant and source of market information.
2. Describe the material review and analytic processes required as the foundation of an effective report and presentation with emphasis on data synthesis.
3. Name at least three elements of effective oral presentations.
4. Give examples of actionable, business-oriented recommendations and contrast those with examples that are not actionable or business-oriented.
5. Contrast the differences between presenting facts and opinions and how each should be handled in a research presentation.
6. Identify options available for online reporting and the implications for both the researcher and the client.
7. Describe the role and appropriate use of graphics in business presentations, from the typical types of graphs used as well as newer techniques (infographic and visualizations).
8. Describe how to present findings in a manner consistent with the client's culture.
9. Describe effective presentation techniques for sharing complex statistics with business audiences who are not statistically oriented.
10. Describe the advantages and disadvantages of integrating findings and results from multiple sources into your presentation.
11. Explain the difference between a report and a presentation, describing the level of detail that is typically required for different audiences.
12. Discuss the ethical issues related to the reporting and interpretation of research findings.

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