

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 course?

Anyone working in market research--whether in a research company or a client organization--who is responsible for determining the most appropriate research methods and technologies to use. You might be a new researcher with less than two years' experience. Or, you might be a seasoned market researcher looking for a refresher 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 course?

No. There are no prerequisites for enrolling in *Emerging Methods and the Future of Market Research*.

3. Why should I complete the course?

As a graduate of the course, you will be well positioned to understand and adapt to new research methods that are only now beginning to emerge. This course also offers continuing education for research practitioners. If you are [PRC certified](#) through the Insights Association (IA), this course qualifies for 12 hours for continuing education.

4. What do I receive when I complete the course?

Successful graduates of the course will receive 1.2 [Continuing Education Units](#) (CEUs) 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.

5. 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 30 days to complete the 12 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.

6. How much time will I need to devote to study?

Former students have reported spending 11-15 hours in the course. This course awards 1.2 Continuing Education Units to successful graduates.

7. What are the graded components of the course?

You must successfully complete three online assessments with a score of 70% or greater:

- a. Progress Check 1
- b. Progress Check 2
- c. End of Course Quiz

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.

After you have successfully completed the questionnaire, then click on the section entitled: Course Completion - Report My Status to the University, Thereafter, 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.

8. Do I have to purchase a textbook?

No. There is no additional textbook reading assignment for this course; all readings are contained within the online course and in the links and resources you will find here.

You are encouraged to examine the Learning Objectives for each section and think about your own interests, your current job responsibilities, and ambitions—and follow those links that are most important to you. In that way, you’ll practice the habits of 1) starting with objectives, 2) scanning, 3) deep research, and 4) frequent prioritization that are important to becoming an exceptional market researcher.

9. 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](#).

10. 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 in order to be processed.

Enroll Anytime. Register Now!

For more information about the
Emerging Methods and the Future of Market Research,
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at +1-706-542-3537.

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