

Principles **Express**

On-Demand MRX Education

Emerging Methods and the Future of Market Research

FROM THE UNIVERSITY OF GEORGIA

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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1-800-811-6640 (USA only)

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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.
- Develop a broad understanding of the key trends within market research.
- Understand how market research is changing in response to technological and cultural change.
- Learn about emerging research methods and their likely future evolution.

What Graduates say about the *Emerging Methods and the Future of Market Research* course

This is a great course to learn about exciting trends in the world of market research. You will get practical advice on how to navigate the opportunities and challenges that come with these changes. I like how the content was laid out. It wasn't overwhelming. It was easy to pace yourself and come back during different points to pick up again.

— Agnes Bolan, an experienced client-side researcher

This course provided better insight into the trends my company talks about daily. Now I know the implications that these advances will have on our industry.

— An experienced supplier-side researcher

The course was a good balance between ease of understanding and depth of coverage. Well structured, up to date, easy to read and interactives. The program provided a good understanding of the developments in marketing research and their implications for both practitioners and clients.

— Vivek N. Wagle, an experienced supplier-side researcher (India)

Marketers constantly face the challenges of understanding the future of market research and how technology is impacting it. Here's this course which is going to serve as a boon for marketers like me and no longer rely on researchers for help.

— Vineet Kishore, an experienced supplier-side researcher (India)

The course was comprehensive, logical in sequence, educational, interactive and a valuable learning experience.

— A. F. Mason, an experienced client-side researcher

The course was very well done with lot of information for researchers like us.

— An experienced supplier-side researcher (India)

I liked the videos and all of the useful links.

— An experienced supplier-side researcher (Singapore)

The course showed the pros and cons of new technology, rather than only focusing on pros.

— An experienced supplier-side researcher

The course was very clear; it covered a lot of topics briefly but effectively, and in a short amount of time.

— An experienced supplier-side researcher (Australia)

I like the mix of media/sources to communicate the key points and that the course does bring an overview of a lot of the recent developments/changes together in one course.

— An experienced client-side researcher

I liked that the course provided greater clarity around the hot buzz words that are "emerging" day-to-day in the research world, and their applicability and potential impact to researchers.

— An experienced supplier-side researcher

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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