

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



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Emerging Methods and the Future of Market Research course focuses on rapidly evolving trends in the market research industry. By staying current on what is happening in the industry, you are better equipped to leverage the research methods and technologies that deliver the most valuable insights to your client.

This online *Principles Express* course reviews broad technological, cultural, and business trends – and the impact of these trends on how research is conducted. You will also learn the pros and cons of emerging research methodologies and scientific developments so you can determine when and where to best employ them.

Prerequisite Course:

There are **no** prerequisites for enrolling in this course.

Learning Objectives

After completing this course you should be able to:

1. Describe how advances in technology are changing how people live and work.
2. Review how social media is impacting both marketing and market research.
3. Explain how the shift of power to consumers is radically altering the information that businesses need for their companies to be successful.
4. Describe the new research opportunities and attendant challenges with the use of mobile devices.
5. Summarize how the market researcher's approach to measurement is changing from a focus on attitudes, opinions, and intentions to measuring and understanding behavior.
6. Discuss the increasing use of automation and artificial intelligence, noting their potential advantages and disadvantages.
7. Describe how do-it-yourself (DIY) research tools have created new challenges and opportunities for market researchers.
8. Describe a number of new methodologies, distinguishing between those that already are or are likely to soon be mainstream versus those that are still niche.
9. Describe ways to help clients understand and manage the risks inherent in "hot" new technologies and methods.
10. Give examples of how technology continues to impact sampling.
11. Discuss the pros and cons of surveys as a source of insight.
12. Explain the advantages and disadvantages of conducting in-person qualitative research versus digital qualitative approaches.

13. Discuss how the explosion of new research methods and data sources is mandating the use of multiple methods and a need for synthesis.
14. Explain how the scope and roles of market research are changing and expanding. Discuss the impact on research professionals from both the client and research agency perspectives.

Enroll Anytime. Register Now!

For more information about the
Emerging Methods and the Future of Market Research,
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