

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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Frequently Asked Questions

1. Who should take the self-paced, self-study course?

Anyone working in a Consulting, Brand Marketing / Digital Marketing, Market Research or a field with access to large quantities of data (e.g., Information Technology [IT] Human Resources, Financial, Pharmaceutical, etc.), whether in a research company or a client organization that works with quantitative data. You might be a new practitioner of insight – 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 *Ethical and Legal Issues in Market Research*.

3. When are the ethical and legal issues in this course needed?

Businesses face increasing complexity in making important decisions. As a graduate of the course you will be well positioned to understand your ethical responsibilities to the people whose data you collect or process, and the importance of understating the legal and regulatory requirements of countries where you acquire and process such data. This knowledge will help you advance in your company and the industry. This course also offers continuing education for research practitioners. If you are **PRC certified** through the **Insights Association (IA)**, this course qualifies for 8 hours for continuing education. If you are **QPR certified** through the **Australian Market and Social Research Society (AMSRS)**, this course qualifies for 50 points to maintain your QPR status.

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

Successful graduates of the course will receive 0.8 Continuing Education Unit (CEU) 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 8-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 7-9 hours in the course. This course awards 0.8 Continuing Education Unit 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

After you have successfully completed the questionnaire, then click on the section entitled: Course Complete - Report My Status to the University. An automated message will then 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.

Note: When attempting Progress Check 1, you must earn a score of 70% or greater to continue on with the questions in Progress Check 2. When attempting Progress Check 2, you must score a 70% or greater to continue on with the questions in the End of Course Quiz.

8. Do I have to purchase a textbook?

No. There is no additional textbook reading assignment for this course; all readings, links and resources are contained within the online course.

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

Ethical and Legal Issues in Market Research

contact us at questions@georgiacenter.uga.edu or by telephone at +1-706-542-3537.