

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



How to Contact Us:

Phone: +1-706-542-3537 or
1-800-811-6640 (USA only)

E-Mail: [questions@
georgiacenter.uga.edu](mailto:questions@georgiacenter.uga.edu)

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.
- Flexibility to 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.
- Become aware of a researcher's responsibility to protect the privacy and confidentiality of research participants.
- Learn about how to meet those responsibilities across methods, including primary research and when using secondary data (big data, social media, etc.).
- Learn about the underlying principles that form the basis for data protection frameworks worldwide.
- Learn more about the professional and industry associations and their role in promoting the importance and benefits of well-executed research.
- Be recognized by certifying bodies in the United States and Australia.

What Graduates Say About Our Course

The course was an excellent refresher, and it also provided me with new information, useful references and valuable links on conducting market research globally and navigating through varying laws. Ethical behavior builds trust!

—Wendy Price, an experienced supplier-side researcher

This course provided a good understanding of the industry standards of ethical behavior, along with an introduction to the latest data privacy laws. It provided a clear roadmap to remaining compliant as things evolve. This is an important course for all researchers to complete.

—Kevin Lyons, an experienced supplier-side researcher

With the many changes going on in our industry and the growing public mistrust, this course serves to remind us of the important processes and requirements needed to keep our industry viable into the future.

—Julie Landers, Senior Manager, Strategic Market Research and DPO, HCSC, an experienced supplier-side researcher

An essential foundation for any researcher performing any type of study in any country. I now have a stronger appreciation and awareness for protecting the rights of respondents in the studies I conduct.

—An experienced supplier-side researcher

This is a very interesting and informative course for anyone already working or interested in diving into market research and data analysis. Not only will the participant learn how to design a research process following ethical guidelines but they will also understand their limitations when it comes to multi-country project.

—Maria Agustina Carini, an experienced client-side researcher (Brazil)

The information learned in this course is invaluable and is immediately applicable to my career. The flexible nature of the course is extremely helpful for anyone who wants to expand their knowledge base but also has to juggle both family and occupational demands.

—An experienced supplier-side researcher

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.