

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.
- Expand your knowledge of best practices for conducting market research in more than one country.
- Gain an understanding about factors which might impact the research process when conducting research in multiple countries.
- Understand the complexities of conducting research in multiple countries for one project.
- Be recognized by certifying bodies in the United States and Australia.

What Graduates Say About Our Course

An insightful course for anyone who is interested in Global Market Research.

–Ayah Adel, an experienced supplier-side researcher (Kuwait)

The course was well structured, reinforcing some content that I already knew through other international management and ethics courses, and providing insightful and useful new information that I will draw on in future scenarios.

–Nathan Franklin, an experienced supplier-side researcher (Australia)

It's up to date, has a lot of additional sources to study, and gives an overview of the topic of international research.

–Yekaterina, an experienced supplier-side researcher (Russian Federation)

The course provided a good overview of issues to be aware of and consider when approaching global research projects.

–David Teal, an experienced supplier-side researcher

As a market researcher with experience conducting global qualitative and quantitative studies, this course has given me a clearer structure regarding the process for conducting research projects in multi-countries.

–Derek Pearson, an experienced supplier-side researcher

Enroll Anytime. Register Now!

For more information about **Gobal Market Research** contact us at questions@georgiacenter.uga.edu or by telephone at +1-706-542-3537.

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