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