

Fulfilling the core market research educational needs of individuals and companies worldwide.

Presented through a unique partnership between



How to Contact Us:

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

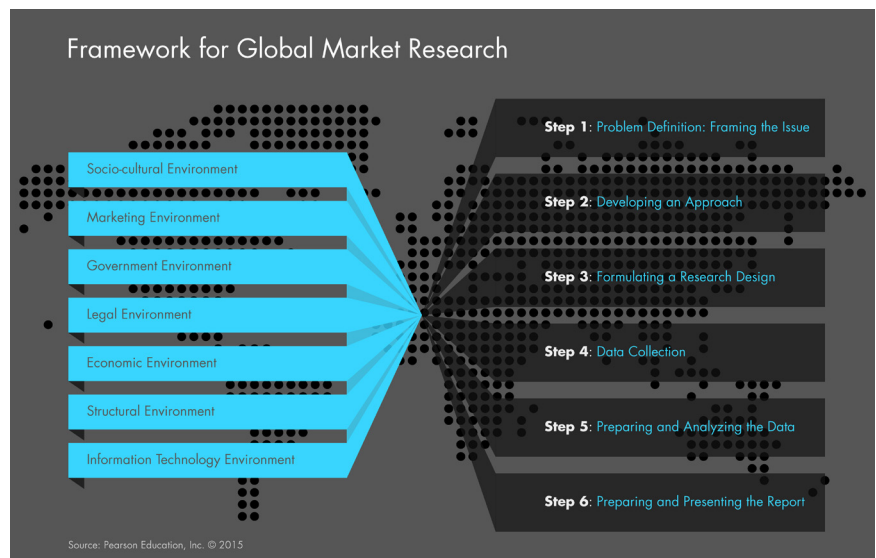
E-Mail: questions@georgiacenter.uga.edu

Global market researchers must consider many factors. Global market research is different from domestic market research. Researchers must be aware of these differences to understand what factors to consider--and, often, adjusted for--throughout the stages of the research process.

The infrastructure and culture of countries can influence design, data-collection, and analysis. For example, a representative sample may be difficult to achieve, questionnaires may need to be localized, and the adoption of technology may vary from country to country. To ensure that findings from different countries are comparable and the research provides evidence-based, actionable direction, the global market researcher needs to understand—and correct for—factors that can introduce bias or misinterpretation into the study.

Market research is a critical step and enabler to important decisions. A rigorously planned, expertly executed global market research study can be one of the most effective tools a company has to evaluate and fully optimize a market opportunity. It can identify areas of risk and/or demonstrate how a product, service or communication program can be adapted to have maximum impact in a local market—or whether it should be launched at all.

This course will introduce concepts and best practices for conducting global market research with confidence.



Prerequisite Courses:

There are no prerequisites for enrolling in the course. While there are no prerequisites, the course although the course content assumes a basic familiarity with the principles and practices of market research.

Learning Objectives

The Market Research Core Body of Knowledge (MRCBOK™) developed by William Neal of SDR Consulting, Inc. and Dr. Malcolm McNiven of the University of Georgia in 1994 directly led to the formation of the MRIL.



Ever since, a unique mix of practitioners and academics have periodically reviewed and updated the MRCBOK, so that it can serve as a firm, contemporary foundation for market researchers. It represents an international consensus of business practitioners on the required fundamentals for research education.

Today, mastery of the MRCBOK by taking the *Principles of Market Research* course can lead to industry certification by the Insights Association or AMSRS.

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.