

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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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.
- Develop a broad understanding of the key activities that define market research.
- Learn about how market research is evolving and the increasing importance of developing consultative skills.
- Be recognized by certifying bodies in the United States, Canada, and Australia.

What Graduates Say About Our Course

As a client-side researcher, I found this course to be a refreshing review of market research practices in a real-world setting. I learned about trending methodologies, ways to improve reporting, and more.

—Nicole Hayes, Director Healthcare Insights, ESO Solutions (Austin, TX)

I thoroughly enjoyed this online course and found it very educational. As a full-time working professional who has had a career in Market Research for almost 10 years, it was a great way to polish up my skills and also stay up-to-date. The online module was easy to use and the built-in tracking system made completing the course during my busy schedule painless!

—Olivia Hughes, an experienced supplier-side researcher (Canada)

This is a very useful course and I would have loved to have taken it when I began in the market research world. It is very helpful to understand clearly all the basic topics in market research, and it helps you to give an added value in your job.

—Kimberly Rodriguez, an experienced supplier side researcher

This course was a comprehensive review of the basics of market research, including traditional tools and new technologies in a market researcher's tool box. The course also includes what you need to know as a researcher outside the tool box and how to apply the knowledge and skills necessary to be successful in the field of marketing.

—AM Fine, an experienced client-side researcher.

Great basic course to learn about the research profession and what to look for in hiring a research professional.

—Dr. Diana J. Very, an experienced client-side researcher

This is a great course for those who want to be introduced or re-introduced to the field of Market Research.

—Kelly Douglass, Managing Director, Blue Garnet Group, LLC,
an experienced supplier-side researcher

Fundamentals, ideas, and a structured approach for shaping the future. Thank you for introducing such a meaningful and valuable course in Market Research. Really helpful for the industry.

—Rahul Malhotra, Market Research Consultant, Drug Safety Specialist at
Janssen Inc. Pharmaceuticals, an experienced client-side researcher.

A very, very comprehensive view of market research.

—Julio Antonio M, an experienced supplier-side researcher (Mexico)

This course will provide you a solid foundation from which to further explore your professional development in this field. Moreover, by succinctly exposing you to the myriad of challenges commonly found in business settings and juxtaposing these with academic and ethical standards, you will approach your decision-making process with a fortified set of core of values.

—An experienced client-side researcher.

Excellent introduction and overview to the Market Research Role and Profession. Would recommend to new researchers and also as a way to align clients and MR teams to effective market research practices.

—An experienced client-side researcher.

Enroll Anytime. Register Now!

For more information about the

Introduction to Market Research and the Research Process

contact us at questions@georgiacenter.uga.edu or by telephone
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