

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

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MRII MARKET RESEARCH
INSTITUTE INTERNATIONAL



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The basic purpose of this course is to provide you with a sense of the very broad set of activities that fall within the realm of “market research.” You can think of this course as your “map” as you explore this exciting field. It not only defines the boundaries, it describes the topography and the landscape of all you’ll encounter. More than that, this course will help you understand the many roles and purposes that research plays in business and other settings. Being a researcher often places you at the heart of decision-making.

To help you better comprehend this vast territory, we have organized this introduction around three distinct aspects of market research—as a function, as a process, and as a profession. They are all, of course, connected. As a comparison, when you are looking at a map for the first time, you may want to focus first on political boundaries, then on mountains, rivers, and other geological features, and finally on major population centers. Similarly, it is easiest to consider the components of research independently before trying to see the full picture.

Market research is an evolving profession responsible for meeting a growing list of demands. As a result, market research tools are changing rapidly for an increasingly complex world. At the same time, a number of fundamental aspects of the field remain unchanged, and provide continuity with a distinguished heritage serving business, other types of organizations, and society as a whole.

Prerequisite Courses:

No. There are no prerequisites for enrolling in *Introduction to Market Research and the Research Process*.

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 MRII.



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.

After completing this course you should be able to:

1. Describe how the role and function of market research relate to the role and function of marketing organizations as a whole.
2. Name the different types of business decisions in which market research is used by companies to develop strategy and tactics.

3. Describe the relationship between strategic decision makers and market research.
4. List the six steps in the market research process.
5. Discuss the basic marketing information needs and research methods used to address these needs, including ways to collect and analyze relevant information needed in consumer, business, government, healthcare, and institutional markets.
6. Acquire an appreciation of the complexities of international market research, including the ways in which research methods and interpretation can differ in global versus local market settings.
7. Illustrate how market research can identify the strongest positioning and messaging that organizations can use in communicating with consumers and other audiences.
8. Review the basic issues in product (and services) management, planning and development as related to the product life cycle, brand strategy, product research, and decision making.
9. Identify the different types of companies that comprise the market research industry by the services they offer.
10. Describe the recent evolution of market research given the advent of emerging data sources (such as online data collection and large datasets) and analysis methods (such as text analysis, data mining, and modeling).
11. Describe the ethical considerations that guide market research activity--including data collection and reporting--to clients, participants, and the public.

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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