

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.
- Expand your understanding of the research design process.
- Learn the steps essential for providing decision-makers with actionable insights and meaningful recommendations.
- Learn how to identify information needs, support business decisions and design effective programs.

Become familiar with the strengths and weaknesses of qualitative, quantitative and syndicated research approaches.

- Be recognized by certifying bodies in the United States, Canada, and Australia.

What Graduates Say About Our Course

This is the most enjoyable course so far! And it is written superbly! This is such an important topic, as it gets overlooked too often (or challenged by clients) and results in useless or misleading research results. Thanks for putting such focus on it in a course of its own!

—An experienced client-side researcher

This course provides a great baseline for linking research objectives back to a client's research objective. It outlines the reasons for using different types of research and even when primary research may not be needed. This course would set a research team up in the right direction.

—Amy, an experienced client-side researcher

An effective way to learn the ins and outs of being a market researcher.
—Kristin Viceconte, an experienced client-side researcher

The course is good because it has helped me to gain practical knowledge about market research and now I have upgraded my skills.
— Joseph Nii Commey, an experienced client-side researcher (Ghana)

It focuses on the most important part of research - understanding the problem you are trying to address/decision to be made. Then it elaborates in logical fashion about building out the rest of the plan. Addressing proposal writing is a nice add and ethics is so important.
—An experienced client-side researcher

Great way to learn at your own pace and interactive content makes for an engaging learning experience.
—An experienced client-side researcher

Great refresher and basic fundamentals. Good for beginning conversations or setting a baseline for a small firm's staff. Great repetition of core concepts.
—An experienced client-side researcher

I really like the drag and drop exercises because it's a practical way to test what we have learned. The case study on combining quantitative and qualitative data were extremely useful for understanding how to apply these two approaches and the benefits of each.
—An experienced client-side researcher

The course was easy to follow and comprehensive. I learned a lot and I did not feel like the material was too text heavy or too detailed.
—An experienced client-side researcher

I like the videos and how I could actually see a focus group being moderated. I also like the practice activities to reiterate what I was reading.
—An experienced client-side researcher

Enroll Anytime. Register Now!

For more information about the
Market Research Design and Data Identification
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