Principles of **Market Research**

FROM THE UNIVERSITY OF GEORGIA

Presented through a unique affiliation between

MRII MARKET RESEARCH INSTITUTE INTERNATIONAL | **UNIVERSITY OF GEORGIA**

Introduction to Market Research and the Research Process

QUIRK'S MEDIA

Quirk's is the only monthly print magazine and website designed exclusively for market research professionals. Articles are written by industry experts and provide straightforward advice through discussions of research techniques and real-world project examples. The companion website includes directories of research companies and facilities, job postings, and much more.

Research Design and Data Identification

RTi Research is a market research company that turns data into meaning, so you can communicate your insights simply and act on them effectively.

RTi RESEARCH

Sampling in Market Research

Full Circle Research Co., the first and only US-based online consumer sample provider to earn ISO 26362 certification, marries advanced technology, flexible community strategies, and a 120+ CATI phone center to up recruitment and validation in ways previously cost-prohibitive from an online provider.

Full Circle Research Co.

Qualitative Market Research

Fieldwork is a qualitative research partner. We recruit respondents according to client specifications and host in-person, remote, or hybrid research sessions where clients uncover insights for brand and business impact. We coordinate logistics and provide customized global project management. Whether in our state-of-the-art facilities or online, we match the desired experience to the study requirements. Focus on the research. We'll do the rest.

fieldWORK

Qualitative Data Collection Methods

Researchscape

Researchscape International is an agile survey-research consultancy and SaaS firm delivering PR surveys, omnibus surveys, automated reporting tools, and other research-related services to marketers and agencies. Its surveys are frequently used to drive thought leadership, support content creation, and help grow organizations' public profiles. Custom surveys support product launches, crisis communications, customer satisfaction, and more.

Measurement and Questionnaire Design

QuestionPro is web-based software for creating and distributing surveys. It consists of an intuitive wizard interface for creating survey questions, tools for distributing your survey via email or your website, and tools for analyzing and viewing your results. Results are available in real time.

P QuestionPro

Advanced Analytic Techniques

Sawtooth Software

Sawtooth Software is a leading provider of advanced tools for computer and Internet interviewing, conjoint analysis, max-diff scaling, cluster/ensemble analysis, perceptual mapping, and hierarchical Bayes (HB) estimation, all backed by our unparalleled support team.

Working with Secondary Data: Syndicated and Big Data

YPulse is the leader in youth research and insights, and the leading expert on Gen Z and Millennials. YPulse powers the youth strategies behind the world's most popular brands (i.e., YouTube, Spotify, Instagram, and more!).

YPULSE

Communicating Research Results

SPORTS& LEISURE RESEARCH GROUP

Sports and Leisure Research Group plays a pivotal role in providing leading sports, travel, and media brands with actionable, customized, marketing research-driven insights.

Global Market Research

Zoho Survey is a comprehensive experience management platform that helps organizations conduct effective qualitative and quantitative research. With a diverse audience panel and free plans for students, it becomes the leading solution of choice for anyone looking for a DIY research platform.

ZOHO Survey

Emerging Methods and the Future of Market Research

MMR RESEARCH ASSOCIATES

MMR Research Associates, Inc., launched in 1999 with the goal of filling a gap in an industry-focused too heavily on methodology. We evolved from a small, boutique service provider to an agile, full-service marketing research firm serving clients throughout the world.

Ethical and Legal Issues in Market Research

Adelphi Research, part of the Adelphi Group, is a full service agency, offering methodologies and people to deliver market research solutions throughout the product lifecycle, thus providing all major qualitative, quantitative and specialist MR methodologies.

Adelphi

Also proudly supported by:

SUZY

Suzy, founded in 2018, is a real-time market research platform that aims to advance human understanding between consumers and enterprises everywhere. Suzy's audience-powered tools enable research from start to finish, helping enterprises make more intelligent decisions with ease.

Founding Organizations

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