

# Principles of Market Research

FROM THE UNIVERSITY OF GEORGIA

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

## Course Benefits

- **Advance your career** by enhancing your research skills while continuing to work full time.
- **Expand your knowledge** with an interactive online curriculum, written by leading academic and applied market research professionals from around the world.
- **Bolster your credentials** by earning continuing education credits (CEUs), a digital badge, and a *Certificate of Program Completion* from the University of Georgia – a premier U.S. educational institute and recognized global leader in continuing education.
- **Study with the Best** in a program that is endorsed by major industry associations and corporations worldwide.
- **Be recognized** by certifying bodies in the United States and Australia.
- **Learn on YOUR schedule** by studying whenever and wherever you are.

## Invested in Their People

Here are just a few of the many organizations around the world that have invested in their people and future success through our course:

- Adelphi Research
- The Coca-Cola Company
- Confirmit
- Dynata
- Eli Lilly and Company
- Focus Vision
- Ford Motor Company
- Full Circle
- Genactis
- Interviewing Service of America
- Ipsos
- Kantar
- MaritzCX Research
- Markelytics
- Merck & Company, Inc.
- Nationwide Insurance
- The Nielsen Company
- Quirk's Media
- Recollective
- Samsung Electronics Co.
- Sawtooth Software
- Socratic Technologies

## What Graduates Say

The Principles of Market Research provided me with important additions to my market research tool box. It goes deep enough to develop a sound theoretical basis for day-to-day decisions, while still being relevant for the practical user. Being an online course assures excellent flexibility to fit into a busy working calendar.

– *Georg Neuschütz, General Motors Europe AG, Switzerland*

Even though I have been involved in market research for quite some time, I learned a great deal. Everything is presented in manageable portions. The self-quizzes and practice exams are brilliant motivators. The “human” support from my faculty mentor has been first-class. I will be sorry to leave Principles of Market Research behind. I have enjoyed it immensely.

– *Jim Bruce, Customers for Life, Limited, Ireland*

## How to Contact Us:

Phone: +1-706-542-3537 or

1-800-811-6640 (USA only)

E-Mail: [questions@](mailto:questions@georgiacenter.uga.edu)

[georgiacenter.uga.edu](http://georgiacenter.uga.edu)

After 30 years away from university learning, this was a challenging but a manageable “welcome back.” The Principles of Market Research course helped me broaden my focus by going back to principles that may fade from daily consciousness when working in a specialized research field.

– David Gibson, *InterMedia Survey Institute, Washington, DC, USA*

I never had a formal education in the field of market research. Principles of Market Research gave me a good basic grasp of market research concepts and the ability to more fluently speak the market research language.

– Nancy Forbes, *Market Intelligence Program Manager, International IT Company, USA*

All you need to know about MR combined in one place.

– Alenka Bučan, *Slovenia*

This course should be a prerequisite for all individuals, especially those working in research and client servicing roles.

– Ross Wahid, *Senior Manager DNA Marketing Research, Saudi Arabia*

The material was very relevant to the changing market research industry.

– Aimee Kerstetter, *TNS North America, USA*

I earn more money and my tasks have become more interesting and challenging by far. I am now considered a real market researcher.

– Marcus Schleiffelder, *PSYMA International Medical Marketing Research GmbH, Germany*

## What Industry Leaders Say

The Principles of Market Research has been beneficial to many of our employees for the last 17 years. It provides a great foundation for aspiring “researchers” or anyone remotely involved in the Market Research industry. We highly recommend this program.

– Lisa Weaner, *SVP, Retired, MaritzCX*

The flexibility of the program works well for our employees and for management. It’s a great tool that you should consider for your organization.

– Mary P. Klupp, *Director, Global Consumer Insights, Retired, Ford Motor Company*

The *Principles of Market Research* is a development program is a highly effective tool both for those at the start of their career journey or making a career switch to MR, and for those who are in a sales or marketing role but want to improve their insight/data-driven decision-making capabilities.

– Elys Roberts, *CEO, Ipsos Marketing Practices*

The *Principles of Market Research* is one of the most accessible and respected educational programs in the industry. We will continue to encourage our employees to participate because it makes them better researchers for themselves, 20|20 and our clients.

– Jim Bryson, *Chairman, 20|20 Research*

## What Corporations Say

For over 20 years, the *Principles of Market Research* course has equipped researchers with the skills they need to conduct high quality research and succeed in their careers. The course is comprehensive and up to date. Uniquely, course graduates earn an exemption for the qualifying exam when they apply to attain Professional Researcher Certification (PRC), the industry’s premier designation of researcher performance.

– David Almy, *CEO, Insights Association*

ESOMAR is proud to be a long-time supporter of the Principles courses, and is honored to contribute to keeping these courses at the forefront of research. As the research industry continuously transforms itself with the adoption of new methods and data sources, a solid foundation in the principles that distinguish good research from bad research is more important than ever, for new entrants and veterans alike.

– Finn Raben, *Director General, ESOMAR*

**For more information about the *Principles of Market Research*,  
contact us at [questions@georgiacenter.uga.edu](mailto:questions@georgiacenter.uga.edu)  
or by telephone at +1-706-542-3537.**