

Principles of Market Research

FROM THE UNIVERSITY OF GEORGIA

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

Register Now!

You have four easy ways to register:

- 1. Web:** Register securely online – Credit Card Only
- 2. Fax:** Click the link to call up our printable registration form, print it out, complete it and Fax to +1-706-542-6596 – Credit Card Only
- 3. Phone:** Call +1-706-542-3537 or 800-811-6640 (toll-free in the U.S.) and complete your registration over the telephone – Credit Card Only
- 4. Mail:** Mail the completed printable registration form with payment (check or money order only, payable to *University of Georgia*) to:

University of Georgia
Center for Continuing Education
Professional and Personal
Development, Suite 191
1197 S. Lumpkin Street
Athens, GA 30602-3603 USA

*Presented through a unique
partnership between*



**UNIVERSITY OF
GEORGIA**
Center for Continuing
Education & Hotel

MRII MARKET RESEARCH
INSTITUTE INTERNATIONAL

221634-12/19

Cost/Course Fee Options

The standard course fee is \$1,795 (U.S. funds) per person. If you or a company colleague holds current membership in one of our supporting or participating associations, a course discount is available. See the details in the grid below.

Group Discount Enrollment Agreements

Group enrollment agreements are available for organizations registering multiple employees within 12 months, based on the size of the group. To inquire further about group enrollments for your organization, contact Pam Bracken at +1-706-542-3537.

PRINCIPLES OF MARKET RESEARCH COURSE	
	Per Person
Individual	
Non-Member Rate	\$1,795
Member Rate *	\$1,595
Group Enrollment	
10 - 24 participants	\$1,545
25 - 49 participants	\$1,495
50 - 99 participants	\$1,395
100 or more participants	\$1,295

Prices are listed per person in U.S. funds. Prices are subject to change.

* Member Rate: A \$200 discount per participant is granted to organizations with current members in any of our supporting associations: **ARF, AMA, CRIC, ESOMAR, Insights Association (IA), MRIA, Intellus Worldwide**, and attendees of 2019 **IleX North America** and **TMRE 2019**.

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

Principles of Market Research

THREE EASY WAYS TO REGISTER via PRINTABLE FORM

Fax: Fax to +1-706-542-6596 – *Credit Card Only*

Phone: Call +1-706-542-3537 or 800-811-6640 (toll free in the U.S.) – *Credit Card Only*

Mail: Mail the completed form with payment (check or money order only, payable to *University of Georgia*) to:

University of Georgia
Center for Continuing Education
1197 S. Lumpkin Street
Athens, GA 30602-3603 U.S.A.

Principles of Market Research – #90054

Courtesy Title: Mr. Ms. Mrs.

Last Name		First Name		MI	Date of Birth* (MM/DD/YYYY) <small>*Used for retrieval of transcript</small>	
Email Address			Fax No.			
Home Address			Business Address			
City	State	US Zip Code		City	State	US Zip Code
COUNTRY and Postal Code (if outside the USA)			COUNTRY and Postal Code (if outside the USA)			
Home Phone			Business Phone			
Please send me e-mail about Georgia Center programs: <input type="checkbox"/> Yes <input type="checkbox"/> No				How did you hear about the course?		

Place of Employment _____ Position _____ Number of Years in Market Research _____

Course Fees:

Standard Course Fee \$1,795 Membership Discount Fee* \$1,595

*Insights Association; ESOMAR; Canadian Research Insights Council; Intellus Worldwide; Advertising Research Foundation; American Marketing Association, and attendees of TMRE 2019 and IleX NA 2019. *Membership/attendance will be verified. Prices are listed per person in U.S. funds. Prices are subject to change.*

My company holds membership* in the following:

- Advertising Research Foundation (ARF) IA (Insights Association)
 ESOMAR CRIC (Canadian Research Insights Council)
 Intellus Worldwide

I am a member* of (or my company colleague is a member of):

My company colleague's name is (please provide full name): _____

- American Marketing Association (AMA)
 ESOMAR Australian & Social Research Society (AMSRS)

I attended: I attended IleX NA 2019 I attended TMRE 2019

Method of Payment:

Register by mail

Check (payable to University of Georgia)

Register by phone or secure fax

MasterCard Discover
 American Express Visa

For your security, we do not accept credit card information through the mail. To pay by credit card, call us (+1-706-542-3537) or use our secure fax number (+1-706-542-6596).

Card Number _____ Cardholder Name _____ Expires _____ Security Code _____

Cancellation Policy: You may cancel your enrollment within the first seven days and receive a refund less a \$150 administrative processing fee, provided that you have not accessed the online course material at all. Written requests for course cancellation or transfer must be sent to student@georgiacenter.uga.edu in order to be processed.

This form may be duplicated.

PRINT

CLEAR