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 and Market Research Institute International

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.

<table>
<thead>
<tr>
<th>PRINCIPLES OF MARKET RESEARCH COURSE</th>
<th>Per Person</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Individual</strong></td>
<td></td>
</tr>
<tr>
<td>Non-Member Rate</td>
<td>$1,795</td>
</tr>
<tr>
<td>Member Rate *</td>
<td>$1,595</td>
</tr>
<tr>
<td><strong>Group Enrollment</strong></td>
<td></td>
</tr>
<tr>
<td>10 – 24 participants</td>
<td>$1,545</td>
</tr>
<tr>
<td>25 – 49 participants</td>
<td>$1,495</td>
</tr>
<tr>
<td>50 – 99 participants</td>
<td>$1,395</td>
</tr>
<tr>
<td>100 or more participants</td>
<td>$1,295</td>
</tr>
</tbody>
</table>

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.
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.

 Courtesy Title:  □ Mr.  □ Ms.  □ Mrs.

Last Name  First Name  MI  Date of Birth* (MM/DD/YYYY)

Email Address  Fax No.

Home Address  Business Address


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:  □ Yes  □ 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 IIeX 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):
□ American Marketing Association (AMA)
□ ESOMAR  □ Australian & Social Research Society (AMSRS)

I attended:  □ I attended IIeX NA 2019  □ I attended TMRE 2019

Method of Payment:

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).

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.

Card Number  Cardholder Name  Expires  Security Code

This form may be duplicated.