

Principles *Express*

Principles of Market Research

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



Presented by



UNIVERSITY OF
GEORGIA



These courses are QPR, ICP, and CAIP approved

QPR



CAIP
CERTIFIED ANALYTICS AND INSIGHTS
PROFESSIONALS OF CANADA

PRINCIPLES OF MARKET RESEARCH

This course is a comprehensive, rigorous, self-study online training program that teaches the fundamental research skills needed to make insightful and informed business decisions. The course is supported by and meets the certification requirements of three industry associations. There are 13 topics:



PRINCIPLES EXPRESS COURSES

To better meet the needs of today's practitioners, we created 13 courses, each focused on a specific topic. Each can be completed at your own pace in 8 to 14 hours.

- Each course has been written by well-known industry experts, such as Ray Poynter of NewMR, Pete Cape and Keith Phillips of Dynata, and Fred John of Consilience Research (see the insert for a list of all the authors).
- Each author added greater interactivity, to enable participants to learn through drag-and-drop exercises, dynamic exhibits, and recorded media.
- The textbook is optional, reducing a student's cost to take a course, while providing added detail to those who want it. Removing the textbook requirement "reorients the overall approach away from an academic viewpoint to one that focuses on solving business problems" (Jackie Lorch, past chair of the MRII curriculum committee).



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 market research and insights practitioners from around the world.
- **Bolster your credentials** by earning continuing education credits (CEUs) from UGA. If you take Principles of Market Research, earn a *Certificate of Program Completion*, which you can use to qualify for certification programs offered by four industry associations in the US, Canada, and Australia.
- **Study with the best** in a program that is endorsed by major industry associations and corporations worldwide and meets their certification requirements.
- **Learn on your schedule** by studying whenever and wherever you are.

What graduates are saying



I was looking to realign my career and get into market research. The “Principles” course stood out as it covered the core body of knowledge in this area and is recognized by major industry associations. Another aspect that appealed to me was that it allowed for self-paced study so I could adjust the hours according to my workload and other commitments. I found what I learned easy to apply and up to date, reflecting new industry methods. The course ultimately enabled me to work in market research after completion and receive accreditation from the Australian Research Society, so it’s worked to get me where I wanted to be. – Adriana Heinzen, QPR (Australia)

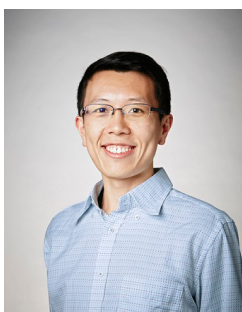


Completion of the “Principles” course has been critical to my professional development. The course coverage went beyond what I typically have exposure to. These topics, although new to me, were covered adeptly. For example, ‘Big Data’ was fascinating and expanded my understanding of this field. The topics that I was familiar with as a practitioner were still enlightening in their scope and depth. In addition, the certificate is well recognized among those in my field and communicates dedication and competency to the client. Without a doubt, this course was one of the best investments I have made in my professional life. – Mark Keegan

Taking the “Principles of Market Research” certificate was one of the best moves I’ve made for my career. This course provided a solid foundation for me as a researcher, and I’ve never seen a holistic course like it as I’ve continued to learn about insights and research. It gave me the tools I needed to design, run, and analyze challenging business questions that guided decisions at my company. The things I learned not only added value to my company, but it added tremendous value to me as a research professional. I would highly recommend this course to anyone looking to advance their research knowledge and career. In fact, I would say if someone wanted to pursue a research career, this should be their FIRST stop on their journey. – Mary (McCarthy) Sabin



The “Principles” course appealed to me as an entry point for QPR accreditation as it was a structured way to refresh and build upon what I have learnt through my previous studies and experience in the industry while working towards achieving accreditation. The course was particularly valuable as it covers a range of aspects of market research, providing the opportunity to learn about less familiar topics. – Samantha Skalak, QPR (Australia)



Our work as marketing and social researchers can only influence positive change if we have our clients’ and the public’s trust. I believe the QPR accreditation goes a long way to building that trust through an easily recognisable industry seal of approval. Being able to obtain the accreditation through the completion of the “Principles of Market Research” course from the University of Georgia was an added bonus. Completing the course improved my appreciation of the work we do as market and social researchers. Having completed my university studies in quantitative marketing research ten years ago, being able to refresh my knowledge as well as discover parts of the industry less familiar to me was a valuable exercise. I am also more confident in approaching legal and ethical issues such as privacy, which would

likely become a much larger focus for our clients and the general public in the near future. Therefore, developing that trust and earning that respect as an industry professional is integral to my career and the industry as a whole. – Tommy Chau, QPR (Australia)

What corporations are saying



"The Principles of Market Research has been beneficial to many of our employees for 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

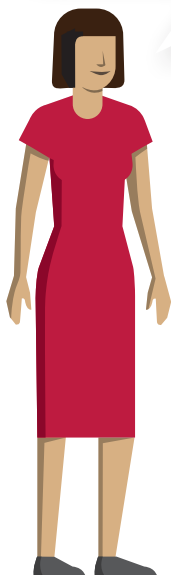
"The Principles of Market Research is a development program is a highly effective tool both for those at the start of their career journey or making a career switch to MR, and for those who are in a sales or marketing role but want to improve their insight/ data-driven decision-making capabilities."

– Elys Roberts, former 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, former Chairman, 20|20 Research

What industry leaders are saying



"The Insights Association is a proud partner of MRII's education and certification legacy. A solid foundation of knowledge in all aspects of research, from business needs and impact to design, analytics, and ethics, is what differentiates and advantages people and companies. UGA and MRII provide current, on-demand, modularized, and certificate courses that help companies and individuals ground their work and enable growth."

– Melanie Courtright, CEO, Insights Association

INVESTING IN PEOPLE

Some of the many global organizations that have invested in their people and future success through our courses:

Adelphi Research
The Coca-Cola Company
Dynata
Eli Lilly and Company
Feedback Loop, a DISQO Company
Ford Motor Company
Full Circle
Interviewing Service of America
Ipsos
Kantar Companies
MaritzCX Research
Merck & Company, Inc.
MMR Research
Nationwide Insurance
The Nielsen Company
QuestionPro
Quirk's Media
Researchscape
RTi Research
Sawtooth Software
Samsung Electronics Co.
Socratic Technologies
Sports & Leisure Research
YPulse

Founding Organizations



ESOMAR

MRII MARKET RESEARCH
INSTITUTE INTERNATIONAL

Supporting Organizations



Canadian Research
Insights Council
Le Conseil de Recherche
et D'Intelligence Marketing
Canadien



Terry College of Business
UNIVERSITY OF GEORGIA

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Register online:

www.marketresearchcourses.org



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

The University of Georgia is committed to principles of equal opportunity and affirmative action.
Program details subject to change.

AMPLIFY SUCCESS THROUGH GROUP STUDY

Many of our corporate clients keep their employees focused using a group study format. A modest investment in time and planning can pay big dividends. Learners will complete the course faster, score better on exams, and understand how the concepts and skills they've learned apply to your organization's goals and culture.



FREQUENTLY ASKED QUESTIONS

1. Who should take these courses?

Anyone interested in developing or strengthening core skills in market research will benefit, including experienced practitioners, newcomers to the field of market research, marketing/product managers and others who interact with the market research function.

2. How long does it take to complete a course?

That's up to you. Students in the Principles of Market Research have up to a year to complete the course, but some students graduate in six months or even less. Principles Express courses must be completed within 30 days; many students report completing it over a weekend.

3. How much does the program cost?

The standard price for Principles of Market Research is \$1795 (US). Principles Express courses are priced at \$359 (US). ***Discounts are available for group enrollments and members of supporting associations.***

See our website for more details:
www.marketresearchcourses.org

Courses

Principles
Express

On-Demand MRX Education

Market Research Design and Data Identification

Without a solid design, the execution and delivery of research cannot meet expectations. The research design process starts with identifying the issue a business faces, working to understand challenges and opportunities, and determining the information the business needs to make decisions. Once the business

issue is understood and information needs are known, researchers must develop hypotheses, formulate research questions, decide the best way to achieve the research objectives, and present the plan articulately in a research proposal. This course will enable you to identify the issue a business faces, determine information needs, develop research objectives and hypotheses, and determine the best way to achieve the research objectives.

Course Author: Susan Frede – Research Director of Aimpoint Research

Susan Frede is a 30+ year market research veteran. Currently, she is the owner of Frede Research LLC and Research Director at Aimpoint Research. She is focused on research design, survey writing, analysis, and reporting. Frede is a trusted advisor to clients, designing innovative yet practical research solutions to address business needs and strategic objectives. Versed in the art and science of research analysis and insight generation, she applies optimal techniques to inform better marketing decisions, delivering a compelling story and recommendations to stakeholders. Frede earned her master's degree in adult education from the University of Georgia in 2015. She is an adjunct professor at Northern Kentucky University teaching Consumer Insights.



Global Market Research

Global market research presents some of the most difficult challenges that market researchers face. It requires that you bring together all of the skills and knowledge you have and apply them across countries and cultures in a single project. To be successful, you need to be both skilled and nimble.

This course provides you a framework and practical tips for designing, conducting, analyzing and using multi-country market research.

Course Author: Nancy Kramarich – Vice President, Strategy & Research, Anderson DDB Health & Lifestyle

In her 25-year career in market research, Nancy Kramarich has worked on all three sides of the business – in market research companies, in an advertising and communications company, and as a research buyer in Pfizer's pharmaceutical industry – and worked globally in all three roles. Nancy's vast experience in market research includes many types of studies in a range of categories – from a recent study with Rheumatologists and patients in Germany, Italy, Japan, Spain, Brazil, and the US to a study in Australia and Japan about Canada as a tourist destination.



Ethical and Legal Issues in Market Research

In this course, you will learn about ethical practices in research and the steps you need to avoid causing harm to research participants. You will learn about personal data and how to protect the individual who provided it, whether the data is collected by direct questioning or by passive methods. You will learn about Privacy by Design and you will learn about the international principles that apply to protecting personal data. You will better understand how these principles are converted into law and built into everyday research practice through self-regulation, based on industry codes and guidelines. The course will introduce you to the leading national and international industry associations and expose you to examples of their ethical codes and guidelines. And finally, the course will cover the international standards that have been developed to help ensure consistent research processes and minimum quality standards when working globally.

Course Author: Adam Phillips – Managing Director-Real Research

Adam Phillips is a research consultant and Managing Director of Real Research. He was Chairman of the ESOMAR Professional Standards and Public Affairs Committees for 15 years and in 2015 won ESOMAR's prestigious John Downham Award for outstanding achievement and excellence in contributing to the market research industry at an international level. He is a Fellow and past Chairman of the MRS, a Fellow of the Royal Statistical Society and currently serves on the Executive Editorial Board of the International Journal of Market Research.



Measurement and Questionnaire Design

Questionnaire design is an art and science, informed by a century of ongoing research that must be adapted to each study's circumstances. Researchers have the greatest control over the questionnaire, and the questionnaire has the highest impact on the quality of the results of research. Learn how to write survey instruments and discussion guides that will lead to quality results.

Course Author: David Ashley – Human Capital Data Analytics Division Manager for the U.S. Department of Homeland Security

David leads a division overseeing data analytics and reporting of the 200,000 DHS workforce that includes people across the 10 DHS components. He also serves on the faculties of the George Washington University and at the University of Maryland as an executive in residence teaching in the marketing department and the Quality Enhancement Systems and Teams (QUEST) honors program at the UMD Smith School of Business. He teaches undergraduate and graduate project & consulting management, applied quantitative methods, and marketing research courses. Additionally, he served as president of the MRII and as president of the Mid-Atlantic Chapter of the MRA.



Emerging Methods and the Future of Market Research

This online course will provide you with an overview of the latest rapidly-evolving trends in the market research industry. The range of tools and techniques available to market researchers continues to evolve.

Some of these tools become standard approaches that are generally accepted by decision-makers as reliable, trusted techniques. Others fade away due to lack of demonstrated value or become established as niche methods used only in very particular circumstances. The successful consultative research professional needs to know the strengths and weaknesses of all available techniques, the underlying technologies, and when to employ them.

Course Author: Zoe Dowling - Principal Research Program Manager, Microsoft

Zoe uses her research expertise to help clients best apply technological solutions. A scholar of innovation, Zoe actively combines traditional and out-of-the-box approaches to adapt effective methodologies to a changing world.

She is a regular speaker at industry conferences, has led workshops leader, and delivered webinars on several different topics relating to digital data collection. She holds a BA in Sociology and Social Policy from the University of Stirling in Scotland, an M-Phil in Social Research Methodology from the University of Stellenbosch in South Africa, and a Ph.D. in Sociology from the University of Surrey in England.



Qualitative Market Research

This course teaches the basics of qualitative research—when to choose it, how to select the most appropriate qualitative method from among the many available, and then the basics of execution. As always, the nature of the business

decision to be made dictates how a researcher designs a study. Some business issues are more exploratory in nature, requiring a broad understanding of a situation and introducing decision-makers to the market's general nature. Others may benefit from a deeper and more thorough understanding of key issues uncovered in prior research. These and similar kinds of research questions may benefit from a qualitative methodology.

Course Author: Jeff Walkowski - President/Owner, Qualcore.com, Inc.

Jeff is the principal of QualCore.com Inc., a consulting firm providing traditional and online qualitative market research services to a wide range of industries including health care, financial services, automotive, and information services.

Jeff's specialty is online qualitative, having conducted over 700 online sessions. He has spoken about online qualitative conferences around the globe and published several articles on the subject. Jeff co-chaired the Online Qualitative Research Task Force of the Qualitative Research Consultants Association, co-edited Qualitative Research Online (Research Publishers LLC, 2004). He co-developed a training course to help traditional Moderators adapt their skills to the online environment.



Quantitative Data Collection Methods

Businesses require empirical evidence to increase the likelihood that their tactical and strategic decisions are successful. Researchers often will be asked to provide quantitative evidence such as “how much,” “how many,” and “how often” specific attitudes or behaviors occur in the market. Historically, researchers gathered this information via surveys. Observational methods also are used in which data are collected by observing, measuring, or recording an individual’s actions or behaviors indirectly (rather than asking questions). More recently, researchers are turning to existing data (i.e., secondary data) such as customer purchase histories or social media in place of or in conjunction with surveys. In this course, you will learn how to choose the best method(s) given your target population and research goals.

Course Author: Pete Cape - Global Knowledge Director, Dynata

Pete has over 30 years’ experience in market research. He is a frequent speaker at conferences, seminars, and training workshops around the globe and a regular contributor to research and marketing publications.



Communicating Research Results

This course will teach you how to translate your research findings into reports and presentations that grab your audience’s attention, address the business decision your client needs to make, and offer sound and useful recommendations. It covers the broad range of reporting styles from written reports to PowerPoint presentations to storytelling. It will help you learn how to connect findings, insights, conclusions, and recommendations in a logical and seamless way so that your work has maximum impact.

Introduction to Market Research and the Research Process

Market research is an evolving profession responsible for meeting a growing list of demands. As a result, market research tools are changing rapidly in an increasingly complex world. This course introduces you to the broad set of activities that define “market research.” You will learn the many roles and purposes that research plays in business and other settings, and how being a researcher often places you at the heart of decision-making.

Course Author: C. Frederic (Fred) John - Consilience Research & Consulting

Fred worked for many years on the research company side, including as Partner at Yankelovich Partners, where he managed the global network and ran a custom research group. In 2001 he crossed to the client side when he joined the global research team at MasterCard Worldwide. He is a frequent contributor to professional publications, speaker at conferences, and offers training workshops on professional skills such as insights identification and the use of storytelling techniques. Fred published *Storytelling and Market Research: A Practical User Guide* to address what he feels is the most neglected aspect of market research: the deliverable.



Sampling in Market Research

One of the most important questions to answer when designing research is, "What group(s) of people does the business need to understand to make an informed decision about the issue at hand?" In the language of sampling, these people are the "target population." It is essential that the sample be representative of the target population, that is, a microcosm in terms of demographic, attitudinal, and behavioral characteristics. If the sample is not representative, conclusions from the research will be biased and any insights developed incorrect. In this course, you will learn the basic principles to apply when designing and drawing samples to represent your target audience. It teaches the basics of traditional probability sampling as well as the ins and outs of working with panels and other forms of online sampling.

Course Author: Keith Phillips - Senior Methodologist, Dynata

Keith is the Senior Methodologist in Dynata's Knowledge department. Keith's role at Dynata includes conducting primary research projects, helping clients with the research issues they face on a day to day basis, training colleagues, and working to support company-wide sampling initiatives. Keith has presented webinars for the AMA, ARF, AAPOR, ESOMAR, GreenBook, and Quirk's. He has presented live at AAPOR, ARF Rethink, and ESOMAR Congress, among others.



Bundled course

This Principles Express+ **bundle** includes three Principles Express Courses:

1. Introduction to Data Analysis,
2. Advanced Analytic Techniques, and
3. Working with Secondary Data: Syndicated and Big Data.

In this unique bundle of three courses, you will learn how to prepare your data for analysis, select the most appropriate statistical methods, and develop an analysis plan to support the business decision that needs to be made. You also will learn about the many secondary data sources now available to you, including the increasing availability of syndicated data and what is popularly referred to as "big data." This online certificate course is PRC approved.

Analytics 1-2-3

1

Introduction to Data Analysis

The data analysis stage is where the researcher reviews the data and focuses on the elements that will enable the development of insight to inform the business decision to be made. This is

achieved through the design and application of a meaningful analysis of the data. In *Introduction to Data Analysis*, you will learn how to select the most appropriate statistical methods when projecting your findings to the target population and determine whether different groups' measurements are significantly different from each other. It focuses on alternative statistical analysis methods and developing a data analysis plan.

2

Advanced Analytic Techniques

The *Advanced Analytic Techniques* course serves as a primer for some of the more advanced statistical methods you may encounter as a researcher. It teaches the principles that underpin

commonly used advanced statistical methods and the questions they can help to answer.

The course first looks at techniques for finding patterns and relationships in data (e.g., Correlation, Factor Analysis, Perceptual Mapping, Segmentation, and Decision Trees). It then extends to techniques that quantify the predictive relationship between a set of variables and a specific outcome, starting with regression and moving through a range of advanced techniques, finishing with a discussion of machine learning and neural networks.

Course Author: Ray Poynter - Founder, NewMR.org

Ray has spent the last 35 years at the intersection of innovation, technology, and market research. He is the author of *The Handbook of Mobile Market Research*, *The Handbook of Online and Social Media Research* and the #IPASOCIALWORKS Guide to Measuring Not Counting. He also is editor of the ESOMAR book, *Answers to Contemporary Market Research Questions*, and is the Managing Director of The Future Place, a UK-based consultancy, specializing in training.



3

Working with Secondary Data: Syndicated and Big Data

Traditionally, data that is collected for any purpose other than to meet the needs of your particular study is called "secondary" data. However, the definition of secondary data is evolving. Advances in technology are

giving researchers access to vast potential sources of data and information that push the boundary of that definition to include "big data."

This course covers three types of secondary data:

- Research data collected for any purpose other than to meet the needs of your particular study.
- Data collected for non-specific research purposes, called "syndicated" or multi-client data
- Data collected for another purpose and subsequently used in research (e.g., social media and other forms of "big data.")

Course Author: Bill Bean - Principal, Bean & Associates Consulting

Bill is a senior marketing executive specializing in research and analytics. He has founded shopper insights practices at four Fortune 500 consumer goods companies, conducted research in over 20 countries worldwide, and pioneered many applications of advanced analytics techniques to assess marketing performance. He served on the advisory board for the University of Wisconsin A.C. Nielsen Center for Market Research for ten years as well as a trustee of the Marketing Science Institute.

