

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

How Does Principles of Market Research Work?

Principles of Market Research is a self-study certificate program based upon the Marketing Research Core Body of Knowledge (MRCBOK™). Studying from the online content, you will progress at your own pace.

- Enroll at any time
- Complete the course's required graded components within 12 months
- Assess your knowledge through self-quizzes and online practice quizzes with instant feedback
- At each step along the way, you will have access to a coach-mentor who will respond to your e-mail questions
- No required textbooks. Included in the online course are suggested readings from two suggested textbooks. The suggested readings are not required content and will not be part of the testing for the course. The two textbook suggestions are simply intended to add depth to your understanding of the topic. For more information on the suggested textbooks, [visit this website](#).

The simple, clean design of *Principles of Market Research* reflects the University of Georgia's decades of experience in distance learning. The course has been thoroughly tested for reliable performance with any modern web browser, and its ease of use has been proven by more than 9,000 students in 104 countries. Should you need it, technical support is an e-mail or telephone call away.

As a graduate of the course, you will be recognized by employers, industry associations and peer groups as having in-depth knowledge of market research concepts and practices. This recognition will help you advance in your company and the industry. You can earn a national certification* through two separate market research industry associations:

Professional Researcher Certification

The *Principles of Market Research* course is **PRC Approved**.

As a future graduate of the *Principles of Market Research* course, you can receive an automatic examination exemption to the PRC program. With a copy of your University of Georgia *Certificate of Program Completion* and two years of research experience, you can be accepted immediately in the program upon submission of your written application. If you have any questions about PRC, please contact certification@insightsassociation.org or call +1-202.800.2545.

PRC
PROFESSIONAL
RESEARCHER
CERTIFICATION

How to Contact Us:

Phone: +1-706-542-3537 or
1-800-811-6640 (Toll-free U.S. only)
E-Mail: [questions@
georgiacenter.uga.edu](mailto:questions@georgiacenter.uga.edu)

Qualified Professional Researcher

Graduates of *Principles of Market Research* also holding membership to AMSRS (Australia) are eligible for "immediate entry" for the **QPR accreditation**. Contact the QPR Manager at 02 9566 3100 or by e-mail at qpr@amsrs.com.au for more details.

QPR

The Five Required Graded Components

To receive 13.5 continuing education units (CEUs) from the University of Georgia and a *Certificate of Program Completion* from Marketing Research Institute International, Insights Association, ESOMAR and the University, you must successfully earn a score of 70% or higher on each of the five graded components.

1. Online examination covering course material from:
Introduction to Market Research and the Research Process.
You will take this assessment from your home or work computer
2. Proctored examination covering course material from:
Market Research Design and Data Identification
Sampling in Market Research
Qualitative Market Research
Quantitative Data Collection Methods
Questionnaire and Measurement Design
You will make arrangements to take this exam **at a local college or university located near you!**
3. Online examination covering course material from:
Market Research Design and Data Identification
Sampling in Market Research
You will take this assessment from your home or work computer.
4. Online examination covering course material from:
Sampling in Market Research
You will take this assessment from your home or work computer.
5. Proctored examination covering course material from:
Working with Secondary Data: Syndicated and Big Data
Communicating Research Results
Global Market Research
Ethical and Legal Issues in Market Research
You will make arrangements to take this exam **at a local college or university located near you!**

Where to Take the Written, Proctored Examinations (WPE)

For your convenience, you are able to take the two proctored examinations at a college, university, technical school, or other facility that is located at your convenience. You are responsible for identifying a local testing center and scheduling your examination with its staff. Schools differ in their practices, so you may have to pay a proctor fee to take the exams. When you contact a college or university, please be sure to ask for their testing department.

If you are unsure how to find a testing site, your local telephone directory is an excellent place to start your search. You may also find that an online search engine is helpful in yielding alternative locations. If you are located outside of the United States, and if a US Embassy is located conveniently, you may wish to contact them about administering your exam.

Once you make your local arrangements, our staff will mail your examination directly to the testing center, along with instructions for administering the examination.

Please allow at least two weeks for delivery within the United States and at least four weeks for delivery outside of the United States. The University of Georgia will send the examination materials via regular, first-class U.S. Postal Mail. Note: your course fee includes postal mailing (first attempt).

If you prefer to use a shipping method offering an expedited delivery and "tracking" option, we can arrange for an additional fee. [Click here](#) to make your expedited shipping request and credit card payment (\$25 domestic and \$45 international, respectively). Please note that you will be required to register, and then check the expedited shipping box on the second page.

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