

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



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Frequently Asked Questions

1. Who should take the self-paced, self-study course?

Anyone working in market research--whether in a research company or a client organization--who wants their skillset to include qualitative methods. You might be a new researcher with less than two years' experience. Or, you might be a seasoned market researcher looking for a refresher or an opportunity to update your knowledge on this topic. Learn from the experts! The course author and MRII course contributors have decades of combined experience in this area.

2. Are there any prerequisites for enrolling in course?

No. There are no prerequisites for enrolling in *Qualitative Market Research*. However, prospective enrollees might also consider our courses, *Introduction to Market Research and the Research Process* and *Market Research Design and Data Identification*. See [Principles Express](#) courses for more details.

3. Why should I complete the course?

As a graduate of the course, you will have the foundational knowledge to make informed choices about when, where and how to use qualitative research to provide fresh and actionable insights. This ability will help you advance in your company and the industry. This course also offers continuing education for research practitioners. If you are [IPC Approved](#) through the Insights Association ([IA](#)), this course qualifies for 11 hours for continuing education.

4. What do I receive when I complete the course?

Successful graduates of the course will receive 1.1 [Continuing Education Unit](#) (CEU) from the University of Georgia. Additionally, you will earn a *Digital Badge* to post to your social media assets. Your *Digital Badge* recognizes your accomplishment as well as builds your brand and credibility in the global market research industry.

5. How long does it take to complete the course?

Upon receipt of the course "Welcome" email (containing the course URL, your username, and password), you are given up to 30 days to complete the 11 hour, self-paced, self-study course. A one-month extension can be granted for a nominal fee (\$50 US). You can make your one-month extension request and payment [here](#). Upon receipt of your extension request payment, 30 days will be added to your original course expiration date.

6. How much time will I need to devote to study?

Former students have reported spending 6-12 hours in the course. This course awards 1.1 Continuing Education Unit to successful graduates.

7. What are the graded components of the course?

You must successfully complete three online assessments with a score of 70% or greater:

- a. Progress Check 1
- b. Progress Check 2
- c. End of Course Quiz

When you earn a score of 70% or greater for the End of Course Quiz you will be passed to the evaluation questionnaire where you will be completing a short evaluation of the course.

After you have successfully completed the questionnaire, click on the Course Completion section - Report My Status to the University. An automated message will then be sent to the University of Georgia Center for Continuing Education alerting the administrative staff of your SUCCESSFUL COMPLETION of the online course. Within 36 hours, you will receive a confirmation "graduate" email from the University of Georgia.

Note: When attempting Progress Check 1, you must earn a score of 70% or greater to continue on with the questions in Progress Check 2. When attempting Progress Check 2, you must score a 70% or greater to continue with the End of Course Quiz questions.

8. Do I have to purchase a textbook?

No. However, we suggest you consider purchasing the recommended textbook. The suggested textbook is:

Malhotra, Naresh K., *Essentials of Marketing Research: A Hands-On Orientation*, Pearson Education: Upper Saddle River, NJ.

ISBN-13: 978-0-13-340182-0 (digital subscription edition)

Included in the online course are suggested reading assignments from the above textbook. These readings are not required content and will not be part of the testing for the course. The textbook suggestions are simply intended to add additional depth to your understanding of the topic.

9. Can I study the online course content with my mobile device? What are the technology requirements (devices and browser)?

The online course content, tools and resources are best optimized for a desktop or laptop computer. While the online platform is designed to be mobile responsive, we strongly recommend the use of a desktop or laptop computer.

You should use a Windows or Macintosh-based browser to take advantage of the different features (PDF files, URLs/links to external websites, animated exercises, audio and video clips). A robust browser such as [Chrome](#), [Firefox](#), [Microsoft Edge](#), or [Safari](#) and a fast internet connection provide the best experience. The online platform supports many popular web browser versions. To find out if your computer's current software configuration is compatible, see [System & Software Requirements](#).

11. What is the cancellation/refund policy?

You may cancel your enrollment within the first seven days and receive a refund less a \$100 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.

Enroll Anytime. Register Now!

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

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