

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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Features

- A program managed and delivered by the University of Georgia, a premier US educational institution and recognized global leader in market research education.
- A dynamic and up-to-date online curriculum, written by leading academic and applied marketing research professionals from around the world.
- An online, self-study format that meets the needs of busy working professionals.
- Multiple student support mechanisms including progress monitoring tools and self-assessments.
- Begin your studies anytime.
- Endorsement by major industry associations worldwide.
- A program of study taken by almost 9000 practitioners from 104 different countries.

Benefits

- Advance your career by enhancing your research skills while continuing to work full time.
- Earn continuing education units (CEUs) and a *Digital Badge* from the University of Georgia.
- Increase your awareness of the full set of qualitative market research approaches available to researchers, and when to choose one method over others.
- Understand how new and emerging technologies are changing qualitative research.
- Become more adept at developing effective Moderator's Guides.
- Improve your ability to analyze qualitative information to yield valuable insights for your clients.
- Be recognized by certifying bodies in the United States, Canada, and Australia.

What Graduates Say About Our Course

Good course which provides a comprehensive overview of the latest techniques used in qualitative research. I like the self-pace format, and the opportunity to stay updated with current qualitative research terms and methods.

— Paulette Brown, an experienced client-side researcher

This course provides an excellent overview of qualitative research for anyone who must purchase, use, request, coordinate or are partially or fully involved in conducting marketing research projects.

— Wendy Price, President, WHP Research, Inc.

If you're looking for a course to learn about qualitative market research without having to invest months of your time but still acquire the knowledge needed to be confident speaking at a high-level about it, the University of Georgia's "Qualitative Market Research" course is perfect for you!

— Kenny Thompson, an experienced supplier-side researcher

Great introduction and practical insights on the use of qualitative research in the traditional sense. I liked the breakout discussion on the phases of a managing a focus group study; the course seemed to be fairly comprehensive.

— Brian Jones, an experienced supplier-side researcher

This course brings a solid introduction to qualitative research for those looking to grow their knowledge!

— Marly Beste, an experienced supplier-side researcher

This course taught me many facets of Qualitative Research I had no idea existed.

— Maryse Godin, an experienced client-side researcher

The course is well designed to meet the specifics of the marketing research industry. The course content is perfect to illustrate the practicalities and technicalities of the market research business.

— Rahul Malhotra, an experienced client-side healthcare researcher (Canada)

The external references used in the course, such as IA's, focus group, and recruitment guide, are helpful. The course flow is logical and writing is concise.

— Sheena Bacon, an experienced supplier-side researcher

This was a wonderful course and I enjoyed all the new videos and interactive material.

— An experienced client-side researcher

The breadth of (course) material covered felt just right...I liked all of the videos – (the course) very engaging.

— An experienced supplier-side researcher

The course hit on all of the important aspects of qualitative research.

— An experienced client-side researcher

The course is comprehensive and gives a good understanding of what qualitative market research entails from a beginner to this field.

— An experienced client-side researcher

What I like best about the course was the online and self-paced and easy navigation; the materials could be downloaded for reference or note taking.

— An experienced client-side researcher

Even for a seasoned qual professional, I liked that I learned a few new things and came up with some new "intervention/stimuli" ideas!

— An experienced client-side researcher

I like the videos and how I could actually see a focus group being moderated. I also like the practice activities to reiterate what I was reading.

— An experienced client-side researcher

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.