

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 the Course Work?

*Qualitative Market Research* is a self-study, 11-hour foundational course based upon the **Marketing Research Core Body of Knowledge (MRCBOK®)**. The simple, clean design of the online course reflects the University of Georgia's decades of experience in distance learning. The University of Georgia online market research courses have been thoroughly tested for reliable performance, and its ease of use has been proven by more than 9,000 market research practitioners in 107 countries. Should you need it, technical support is an e-mail or telephone call away.

### To complete this course, you must:

- Study the online course material.
- Explore the interactive course elements; use your mouse to hover and click on the links throughout (i.e., glossary terms, videos, interactive exercises, industry white papers).
- Complete three online assessments in the order presented below.
  - Progress Check 1
  - Progress Check 2
  - End of Course Quiz
- Complete your studies within 30 days of issuance of your online course's URL, username, and password.

You will work at your own pace and on your own schedule, assessing your knowledge through interactive exercises and Progress Checks (assessments) that provide instant feedback, along with the End of Course Quiz.

### How do the online assessments work?

- You have three attempts to complete each online assessment. If you are unable to successfully earn a score of 70% or higher after three attempts, you will not be eligible to earn course credit.
- The multiple-choice and true/false questions are based on your comprehension of the learning objectives.
- You can refer to the online course when answering each question. The assessments are untimed so you can take as long as necessary to attempt each one. You can save your answer(s) as you complete each question. Once you have answered all of the questions to your satisfaction, you submit your assessment for immediate grading. A score of 70% or greater is a passing score.
- When you submit your Progress Check (1 and 2) and End of Course Quiz for grading, you will immediately see your score.
  - If you **do not** earn a passing score of 70% or greater in your first attempt, you will be granted two additional attempts to do so.
- After you have successfully completed the End of Course Quiz, you will be passed to the evaluation questionnaire where you will be completing a short

## How to Contact Us:

Phone: +1-706-542-3537 or  
1-800-811-6640 (USA only)

E-mail: [questions@  
georgiacenter.uga.edu](mailto:questions@georgiacenter.uga.edu)

evaluation of the course.

- After you have successfully completed the questionnaire, then click on the section entitled: Course Completion - Report My Status to the University, Thereafter, an automated message will 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 score a 70% or greater in order to receive a confirmation "graduate" email from the University of Georgia. Continue on with the questions in Progress Check 2. When attempting Progress Check 2, you must score a 70% or greater to continue on with the questions in the End of Course Quiz.*

### **What do successful graduates earn?**

- *Digital Badge* (issued the month following your course completion).
- The University of Georgia will award **1.0 Continuing Education Unit (CEU)** upon successful completion of the course. *A University of Georgia CEU transcripts is available at any time upon written request.*

As a graduate of the course, you will be recognized by industry associations, employers, peer groups, and other professionals as understanding how to choose the most appropriate data collection method given your audience, the topic area of your research, and the methodology you plan to use. This recognition will help you advance in your company and the industry.

*This course offers continuing education for research practitioners. If you are IPC Certified through the Insights Association (IA), this course qualifies for continuing education*



*CAIP Canada also recommends the course for candidates looking to fill in the gaps or gain a refresher in specific areas.*



### **Does this course satisfy the Insights Association's IPC Qualitative specialty certificate designation?**

- *Digital Badge* (issued the month following your course completion).
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## **Enroll Anytime. Register Now!**

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