

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

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UNIVERSITY OF
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MRII MARKET RESEARCH
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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.
- Expand your knowledge of the many data collection options that now are available.
- Learn how to choose the most appropriate method given the target population you need to reach.
- Become familiar with the pros and cons of over a dozen different data collection methods.
- Be recognized by certifying bodies in the United States, Canada, and Australia

What Graduates Say about our Course

If you want to smartly recommend data collection methods beyond online surveys then this is a class for you.

– Danielle Wright, an experienced client-side researcher

I liked the supplemental videos and articles as well as the Pro, Con, and Neutral formats for all the data collection methods.

– An experienced client-side researcher

I liked the way the materials were categorized and the breadth of material covered. The pros and cons lists were very useful for understanding how to choose the proper quantitative method for research.

– An experienced supplier-side researcher

I thought the breadth of topics was great! There are so many quant methods available to researchers and its worth analyzing and discussing them. I also appreciated the inclusion of B2B, healthcare, and ethical considerations.

– An experienced supplier-side researcher

I liked the care taken in making the course easy to understand and application. Also, I liked the discussion around real-world applications, challenges, and industries.

– An experienced supplier-side researcher

Enroll Anytime. Register Now!

For more information about the **Quantitative Data Collection Methods**, contact us at questions@georgiacenter.uga.edu or by telephone at +1-706-542-3537.