

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 to Contact Us:

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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 contemporary sampling practices.
- Communicate more effectively with clients and colleagues by learning the key terminology of sampling.
- Learn how to choose the right sampling approach based on the target population you need to reach and the methodology you plan to use.
- Become familiar with the key quality assurance steps you need to undertake when working with online sample sources.
- Be recognized by certifying bodies in the United States, Canada, and Australia.

## What Graduates Say about our Course

*The course is comprehensive as it makes the recipient understand the concepts in simple language. The journey is made even easier by using by using the case of one particular industry (healthcare) throughout so that the takers of the course can understand the end-to-end market research process with clarity and a sense of flow in order to be able to logically join the dots.*

– An experienced client-side researcher

*This course provides in-depth understanding of the foundations of Sampling methodologies in order to guarantee a rigorous process in Market Research studies. I also liked the length, voice, and tone of the videos.... And I appreciated the use of a real Case Study to clarify concepts.*

– Camilo Cely, An experienced client-side researcher (Costa Rica)

*This course provides an excellent introductory overview of the process and design considerations necessary when looking at defining and selecting a market research sample. – Judy DeLaney, An experienced client-side researcher* Straight to the point, useful and illustrative course.

– Batoul Abd El Aziz (Australia)

*I liked the practical aspects of the course; my previous training in sampling was very theoretical.*

– Michael Coffey Ph.D., an experienced client-side researcher

*This course is great! I'll reference it many, many times in the near future!*

– Stephanie S., an experienced client-side researcher

*I'd recommend it to those new to research, but also more experienced researchers looking for a refresher in sampling.*

– An experienced supplier-side global market researcher

*I learned a lot and was able to complete the course in a couple of days (i.e., about 8 hours).*

– An experienced client-side researcher.

*Sampling was a completely new topic to me, so I learned a lot.*

– An experienced client-side researcher

*It is a lot of content, yet presented in a way that it flowed.*

– An experienced client-side researcher

## **Enroll Anytime. Register Now!**

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