

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.
- Learn about the extraordinary amount of data that already exists and can be used to inform research design and, in some cases, obviate the need for expensive and time consuming primary data collection.
- Broaden your understanding of the increasingly important world of big data and potential applications in your research.
- Become familiar with new analytic techniques often used with secondary data-- sentiment analysis and machine learning.
- Be recognized by certifying bodies in the United States, Canada, and Australia.

## What Graduates Say about our Course

*I found the course engaging and relevant. While the concepts are not new, they are explained in detail and in a well-organized format making it easy to navigate and follow along. I already feel smarter!*

– Jennifer von Schneidau, Partner, Global Market Research Group

*This course is an exciting path through digital revolution and its consequences for market research, allowing me to understand big data challenges and giving many ways to make the best of it.*

– Emmanuel Malard, Consumer & Market Insight Manager, Samsung Electronics (France)

*I highly recommend this course to market researchers, insight managers, and social media specialists, both seasoned and those new to the field.*

– Wendy Price, An experienced supplier-side researcher

*A quick intro to Secondary data, including syndicated research and a glimpse into the Brave New World of Big Data, machine learning and IoT.*

– Lotika Savant, An experienced client-side researcher

*I personally learn by examples and I think there were sufficient examples for a few complicated concepts.*

– Vineet Kelkar, An experienced supplier-side researcher (Australia)

*The course is current, fresh and the perfect orientation to learn about today's Secondary Research. [The course] is VERY current and I LEARNED A LOT! This is a very complete course.*

– Marysee Alexander, An experienced client-side researcher

*I really enjoyed the breadth of topics and the examples, videos and articles included in the material. All the additional content helped learn concepts in a different way - which helped me understand even more.*

– An experienced supplier- and client-side researcher

*The course was modern and relevant to the market research industry today. It helped make ties to my day-to-day job in market research.*

– An experienced client-side researcher

*I work for a manufacturer of consumer product goods in a consumer insights/marketing strategy type of role and I liked that I learned about potential new suppliers of information and methods of getting that information that I can apply to my work.*

– An experienced client-side researcher

*It is a course that really helps you to increase your knowledge and vision about using secondary data and makes that topics just as "Machine learning" and "Big data" would be so understandable and clear that I cannot wait to use this information in a study. Also, the tools recommended here are really useful. I strongly recommend this course.*

– An experienced client-side researcher

*I like the recognition of a changing ecosystem yet focus on trying to put an up to date lens on the information.*

– An experienced client-side researcher

*Easy to understand, good job at breaking it down and to show relationships.*

– An experienced client-side researcher

*An excellent mix of basic MR knowledge and modern technology and methodologies.*

– An experienced client-side researcher

*I like that it's online and self-paced.*

– An experienced client-side researcher

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

For more information about the

***Working with Secondary Data: Syndicated and Big Data,***

contact us at [questions@georgiacenter.uga.edu](mailto:questions@georgiacenter.uga.edu)

or by telephone at +1-706-542-3537.