

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.
- Gain exposure to the most common advanced analysis techniques in use by the industry today.
- Understand which analysis techniques are appropriate for the data source at your disposal.
- Comprehend the strengths and limitations of each analysis technique.
- Become proficient in statistical tests that highlight important differences among groups in your data.
- Appreciate how multiple analysis techniques can be intertwined to maximize insight.
- Be recognized by certifying bodies in the United States, Canada, and Australia.

What Graduates Say About Our Course

Organized, interesting extra materials (videos), provides good overview of situations to use each technique, easy to navigate, great for self-paced flexible training.

—Ruth Hochendoner, an experienced supplier-side researcher

This course enables researchers to know when and how to apply various analytical techniques, and - importantly - when to call in the experts.

—Mary Lou Barney, an experienced supplier-side researcher

This course gives a market researcher sufficient detail to bridge between clients and deep technical experts. You won't learn the skills you need to replace them but you will learn how to explain to a client why they might wish to consider these advanced techniques.

—An experienced client-side researcher

The course is a nice introduction to a variety of complicated analysis techniques.

—An experienced supplier-side researcher

For people like myself who are fairly new to advanced analytical techniques, this was a nice introductory course, without getting lost in the scary math.

—An experienced client-side researcher

This course gave a good overview of the wide variety of analytic techniques that researchers have available. It is a good foundation to understand the different options and when to consider them, and a jumping off point for more in-depth study as needed.

—An experienced client-side researcher

What I really appreciated is that fact that it gave such good exposure to the various options you could potentially face as a researcher.

—An experienced client-side researcher (Canada)

It is clear, well organized and is presented in a language that anyone with basic understanding of data can comprehend and assimilate.

—An experienced client-side researcher

Great overview and practical business application!

—An experienced client-side researcher

The links to the videos and outside resources help break up the content and keep engagement.

—An experienced supplier-side researcher

It was well organized and there were some very good examples to bring the concepts to life.

—An experienced supplier-side researcher

I liked the topics covered and the interactive pieces of the course.

—An experienced client-side researcher

The course is well-constructed, simple to understand and full of examples.

—An experienced supplier-side researcher

Enroll Anytime. Register Now!

For more information about the **Advanced Analytic Techniques**, contact us at questions@georgiacenter.uga.edu or by telephone at +1-706-542-3537.