



UNIVERSITY OF
GEORGIA



Your path to market research certification

Step 1: Register

Our *Principles of Market Research* course is perfect for both newcomers and experienced practitioners who wish to master the full process of research from beginning to end.

13 Market Research Skills you will master:

1. The Role & Function of the Research Process
2. Research Design & Data Identification
3. Sampling
4. Qualitative Research
5. Quantitative Data Collection Methods
6. Measurement & Questionnaire Design
7. Data Analysis
8. Advanced Analytic Techniques
9. Secondary, Syndicated & Big Data
10. Communicating Research Results
11. Global Market Research
12. Emerging Methods & the Future
13. Ethical & Legal Issues

Principles of **Market Research**

Step 2: Become a graduate

Key Benefits of Course Completion:

- Earn a certificate of program completion from the University of Georgia — a premier educational institution and global leader in continuing education.
- Accepted by certifying bodies across the globe.
- Earn continuing education units (CEUs) and a [digital badge](#) for your social media.
- Interactive online curriculum written by leading academic and applied MR professionals.
- Advance your career — on your schedule, from anywhere in the world, while you continue to work full-time.
- Structured around the MRCBOK™ — the Market Research Core Body of Knowledge — accepted by major industry associations as a framework for the profession.

Step 3: Claim Your Certification

United States



Canada



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Global Healthcare



Start toward Market Research Certification today!

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Details are subject to change. For more information, go to the Association(s) website.