

YOUR PATH TO MARKET RESEARCH CERTIFICATION



UNIVERSITY OF
GEORGIA



STEP 1: Register for the...

Principles of **Market Research**

Master the MRCBOK to Earn Certification

For both new and experienced practitioners mastering the full process of research from beginning to end.

13 Market Research Skills You Will Master

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



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 credits (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 our profession.

MRCBOK
MARKET RESEARCH CORE BODY OF KNOWLEDGE

STEP 3

Claim Your Certification



Insights Professional
Certification
(IPC)



Certified Analytics and
Insights Professionals
(CAIP)



Qualified Professional
Researcher
(QPR)



Intellus Worldwide
Certified Practitioner
(IWCP)



START YOUR PATH TO MARKET RESEARCH CERTIFICATION TODAY

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