

# Principles of Market Research

Presented through a unique affiliation between



UNIVERSITY OF GEORGIA



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## Introduction to Market Research and the Research Process



**Quirk's** is the only monthly print magazine and website designed exclusively for market research professionals. Articles are written by industry experts and provide straightforward advice through discussions of research techniques and real-world project examples. The companion website includes directories of research companies and facilities, job postings, and much more.

## Research Design and Data Identification

**RTi Research** is a market research company that turns data into meaning, so you can communicate your insights simply and act on them effectively.



## Sampling in Market Research

**Full Circle Research Co.**, the first and only US-based online consumer sample provider to earn ISO 26362 certification, marries advanced technology, flexible community strategies, and a 120+ CATI phone center to up recruitment and validation in ways previously cost-prohibitive from an online provider.



## Qualitative Data Collection Methods

**Researchscape International** is an agile survey-research consultancy and SaaS firm delivering PR surveys, omnibus surveys, automated reporting tools, and other research-related services to marketers and agencies. Its surveys are frequently used to drive thought leadership, support content creation, and help grow organizations' public profiles. Custom surveys support product launches, crisis communications, customer satisfaction, and more.



## Measurement and Questionnaire Design

**QuestionPro** is web-based software for creating and distributing surveys. It consists of an intuitive wizard interface for creating survey questions, tools for distributing your survey via email or your website, and tools for analyzing and viewing your results. Results are available in real time.



## Advanced Analytic Techniques



**Sawtooth Software** is a leading provider of advanced tools for computer and Internet interviewing, conjoint analysis, max-diff scaling, cluster/ensemble analysis, perceptual mapping, and hierarchical Bayes (HB) estimation, all backed by our unparalleled support team.

## Working with Secondary Data: Syndicated and Big Data

**YPulse** is the leader in youth research and insights, and the leading expert on Gen Z and Millennials. YPulse powers the youth strategies behind the world's most popular brands (i.e., YouTube, Spotify, Instagram, and more!).



## Global Market Research



**Ipsos** is one of the Top 3 survey-based market research organizations in the world. In the Ipsos Healthcare practice, we are not only market research specialists but researchers with strong business- and industry-acumen. So whether you are creating, differentiating or building your brand Ipsos Health provides commercially-meaningful guidance needed for key decision-making.

## Emerging Methods and the Future of Market Research

**MMR Research Associates, Inc.**, launched in 1999 with the goal of filling a gap in an industry-focused too heavily on methodology. We evolved from a small, boutique service provider to an agile, full-service marketing research firm serving clients throughout the world.



## Ethical and Legal Issues in Market Research



**Adelphi Research**, part of the Adelphi Group, is a full service agency, offering methodologies and people to deliver market research solutions throughout the product lifecycle, thus providing all major qualitative, quantitative and specialist MR methodologies.

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