

Principles of Market Research

FROM THE UNIVERSITY OF GEORGIA

Fulfilling the core market research educational needs of individuals and companies worldwide.



How to Contact Us:

Phone: +1-706-542-3537 or
1-800-811-6640 (Toll-free U.S. only)
Email: questions@georgiacenter.uga.edu

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How Does Principles of Market Research Work?

Principles of Market Research is a self-study certificate program based upon the Marketing Research Core Body of Knowledge (MRCBOK™). Studying from the online content, you will progress at your own pace.

- Enroll at any time
- Complete the course's required graded components within 12 months
- Assess your knowledge through self-quizzes and online practice quizzes with instant feedback
- At each step along the way, you will have access to a coach-mentor who will respond to your email questions
- No required textbooks. Included in the online course are suggested readings from two suggested textbooks. The suggested readings are **not** required content and will not be part of the testing for the course. The two textbook suggestions are simply intended to add depth to your understanding of the topic. For more information on the suggested textbooks, [visit this website](#).

The simple, clean design of *Principles of Market Research* reflects the University of Georgia's decades of distance learning experience. The course has been thoroughly tested for reliable performance with any modern web browser, and its ease of use has been proven by more than 9,000 students in 104 countries. Should you need it, technical support is an email or telephone call away.

As a graduate of the course, you will be recognized by employers, industry associations and peer groups as having in-depth knowledge of market research concepts and practices. This recognition will help you advance in your company and the industry. You can earn a national certification* through four separate market research industry associations:

Professional Researcher Certification

The *Principles of Market Research* course is **IPC Approved**. As a future graduate of the *Principles of Market Research* course, you can receive an automatic examination exemption to the IPC program. With a copy of your University of Georgia *Certificate of Program Completion* and three years of research experience, you can be accepted immediately in the program upon submission of your written application. If you have any questions about IPC, please contact certification@insightsassociation.org or call +1-202.800.2545.



Intellus Certified Master

Graduates of the Principles of Market Research course can earn the Intellus Certified Master (ICM) designation from Intellus Worldwide. If you have any questions about ICM, please contact Stephanie Sheffler, COO of Intellus Worldwide.



Certified Analytics and Insights Professionals

The Certified Analytics and Insights Professionals of Canada (CAIP Canada) recognizes the Principles of Market Research course as a primary pathway toward earning the Certified Analytics and Insights Professional (CAIP) designation. Upon completion of the course, candidates will be well prepared to write the final exam to earn the CAIP designation.



Qualified Professional Researcher

Graduates of *Principles of Market Research* also holding membership to AMSRS (Australia) are eligible for "immediate entry" for the **QPR accreditation**. Contact the Julie Regan, QPR Manager at 02 9566 3100 or by email at julie@researchsociety.com.au for more details.



**National certification details are subject to change without notice.*

The Five Required Graded Components

To receive 13.5 continuing education units (CEUs) from the University of Georgia and a *Certificate of Program Completion* from Marketing Research Institute International, Insights Association, ESOMAR, and the University, you must earn a score of 70% or higher on each of the five graded components.

1. Online examination covering course material from:
Introduction to Market Research and the Research Process.
You will take this assessment from your home or work computer
2. Proctored examination covering course material from:
Market Research Design and Data Identification
Sampling in Market Research
Qualitative Market Research
Quantitative Data Collection Methods
Questionnaire and Measurement Design
You have two options for where to take the proctored examination:
Option 1: ProctorU, an online proctoring service.
Option 2: In-person at a local college, university, technical school, or another testing facility located near you (noted: public libraries are not approved).
3. Online examination covering course material from:
Market Research Design and Data Identification
Sampling in Market Research
You will take this assessment from your home or work computer.
4. Online examination covering course material from:
Sampling in Market Research
You will take this assessment from your home or work computer.
5. Proctored examination covering course material from:
Working with Secondary Data: Syndicated and Big Data
Communicating Research Results
Global Market Research
Ethical and Legal Issues in Market Research
You have two options for where to take the proctored examination:
Option 1: ProctorU, an online proctoring service.
Option 2: In-person at a local college, university, technical school, or another testing facility located near you (noted: public libraries are not approved).

Where to Take the Written, Proctored Examinations (WPE)

You have two options for where to take the proctored examination:

- Option 1: ProctorU, an online proctoring service.*
Details about ProctorU are presented in the online course.
- Option 2: In-person at a local college, university, technical school, or another testing facility located near you (noted: public libraries are not approved).*

You are responsible for identifying the testing center and for scheduling your exam with its staff. Schools differ in their practices, so you may have to pay a proctor fee to take the examination. When you contact a college or university, please be sure to ask for their testing center/department.

If you are unsure how to locate a testing site, your local telephone directory is an excellent place to start your search. You may also find that an online search engine helps yield alternative locations. If you reside outside of the United States, and if a US Embassy is located conveniently near your work or home, you may wish to contact them about administering your exam.

Once you make your local arrangements, our staff will mail your exams directly to the testing center, along with instructions for administering the tests.

If you prefer to use a shipping method offering an expedited delivery and "tracking" option, we can arrange for an additional fee. [Click here](#) to make your expedited shipping request and credit card payment (\$25 domestic and \$45 international, respectively). Please note that you will be required to register, and then check the expedited shipping box on the second page.

**For more information about the *Principles of Market Research*,
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