

# Principles of Market Research

FROM THE UNIVERSITY OF GEORGIA

Presented through a unique affiliation between



UNIVERSITY OF GEORGIA



## QUIRK'S

MEDIA

### MODULE ONE: Marketing and Its Interface with Market Research

**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 through real-world project examples. The companion website includes directories of research companies and facilities, job postings, and much more. Visit us at [www.quirks.com](http://www.quirks.com).

### MODULE TWO: Introduction to Market Research and Planning the Research Process

**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



### MODULE Three: Research Design

**Markelytics Solutions** is a leading global Market Research agency providing end-to-end research solutions. The company with its operation in 80+ countries, is a leading provider of Full-Service Research, Global Project Management, MR Operations and Global Online Panel Services.



### MODULE FIVE: Data Collection Methods

**IntelliSurvey** is the leader in programming and hosting complex surveys. The Company's Service Center programs on behalf of clients; platform licensing is available via SaaS. The platform includes data visualization, max diff scoring (HB/MCMC), and data cleansing.



### MODULE SIX: Measurement Approaches



**FocusVision** is the first company to provide integrated, global technology solutions for both quantitative and qualitative market research. The company offers research facility video streaming, webcam focus groups, ethnography streaming, asynchronous online software and mobile device usability studies as well as a robust survey programming and reporting platform.

### MODULE SEVEN: Understanding Data Analysis



BEYOND THE BLACK BOX

**B3 Intelligence** offers data analytics, business intelligence and integrated research services. The b3 leadership team, diverse in expertise and complimentary in skill, founded the company

and continue to manage its daily operations today. With a strong background in high end analytics specialized research, marketing and procurement, b3 Intelligence helps companies obtain the in-depth answers they need to improve their business processes and ROI.

### MODULE EIGHT: Advanced Data Analysis



**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.

### MODULE NINE: Communicating Research

**Confirmit** is the world's leading provider of software for market research and enterprise feedback management. Confirmit offers a wide range of software products for feedback/data collection, panel management, data processing, analysis, and reporting.



### MODULE ELEVEN: Trends in Market Research



**Dynata** (formerly Research Now SSI) is a leading global provider of first-party data contributed by people who opt-in to member-based panels. With a reach of 60+ million people globally and an extensive library of profile attributes, Dynata is the cornerstone for precise, trustworthy quality data. The company has built innovative solutions around its core data asset to bring the voice of the individual to market research, marketing engagement and advertising. Dynata serves nearly 6,000 market research agencies, media and advertising agencies, consulting & investment firms and healthcare and corporate customers in the North America, South America, Europe, and Asia-Pacific.

# Principles of Pharmaceutical Market Research

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**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.

**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.



## KANTAR HEALTH

**Kantar Health** delivers consulting, research and real-world data analytics that allow healthcare companies to unlock the potential in digital health, drive commercial and brand success, generate evidence, and prove value for products and services subject to healthcare legislation and regulation.