

Research Design & Applications

Market Research Essentials: Real World Applications for Business Success

VIRTUAL: \$3,275 Jan 26-29 July 20-23
 Apr 20-23 Oct 26-29

Designing Effective Surveys: A Step by Step Workshop

VIRTUAL: \$3,275 Feb 16-19 Aug 31-Sep 3
 June 1-4 Dec 7-10

Market Research for Understanding Customers, Brands & Products: An Insights Toolkit

VIRTUAL: \$2,880 Mar 3-5 Nov 10-12
 June 16-18

Fundamentals of Pricing Research:

Analytical Techniques for Different Strategies

VIRTUAL: \$2,880 May 12-13 Oct 13-14

Short Courses: Focused Learning (2-3 hour courses)

New!

Applied Generative AI for Market Researchers:

Evolving from Machine Learning to AI Agents

VIRTUAL: \$295 Feb 18 Aug 26

New!

Shopper Science Toolkit: Best Practices to Understand Changing Shopper Behavior

VIRTUAL: \$295 June 10 Oct 22

Data Analysis & Reporting

New!

Data Analysis & Interpretation: Transforming Data Into Insights

VIRTUAL: \$3,275 Mar 16-19 Aug 17-20

Creating Actionable Research Reports: Insights, Storytelling, Data Visualization

VIRTUAL: \$3,275 Apr 27-30 Dec 14-17
 Aug 10-13

Moderating & Facilitating

Moderator Training Essentials: A Hands-on Workshop

VIRTUAL: \$3,390 March 9-12 Nov 30-Dec 3
 July 13-16

IN-PERSON (Cincinnati): \$3,550

May 5-7
Sep 22-24

Advanced Moderator Skills: Tools & Techniques

IN-PERSON (Cincinnati): \$3,550

Feb 24-26

VIRTUAL: \$3,390 July 27-30 Nov 16-19

Becoming an Effective Facilitator: Ideation to Insights

IN-PERSON (Cincinnati): \$2,880

Apr 14-15

VIRTUAL: \$2,880 Sep 29-Oct 1