

## January

- 4 Online Qualitative Research Methods \*\*\*\* (IA)
- 9 SPSS 201 \*\*\*\*
- 9 Focus Group Project Management \*\*\*\* (IA)
- 10 Questionnaire Design Success: A 10-Point Checklist \* (IA)
- 10 Conducting Research Interviews: 12 Tips for a Stress-free Process \* (IA)
- 11 Quantitative Data Analysis for Survey Research \*\*\*\* (IA)
- 17 Client Management Skills for Market Researchers \*\*
- 17 CX: NPS and Beyond \*\*
- 31 Secondary Research 101: Sources and Techniques \*\*\* (IA)
- 31 Intro to R for Survey Researchers: Hands-on \*\*\*\* (IA)

## February

- 1 Open-ended Questions: Construction, Analysis and Reporting \*\*\*\* (IA)
- 6 Writing Quantitative Research Reports \*\*\*\* (IA)
- 6 Questionnaire Design 201: Scale Selection \*\*\*\* (IA)
- 15 Conjoint, Discrete Choice & MaxDiff: An Introduction \* (IA)
- 21 Ethnographic Research for Customer Insights \* (IA)
- 22 Excel for Market Research Data Analysis \*\*\*\* (IA)

## March

- 1 Social Media Research & Sentiment Analysis \* (IA)
- 6 Writing Qualitative Research Reports \*\*\*\* (IA)
- 6 Introduction to SPSS \*\*\*\* (IA)
- 7 Infographics for Market Researchers: Hands-On \*\*\*\*
- 7 Introduction to Factor & Cluster Analysis \*\*\*\* (IA)
- 15 Improving Customer Satisfaction: Monitoring Methods that Deliver Insights \*
- 22 Mobile Ethnography: Text & Video Methods \*\*\*\* (IA)

## April

- 3 Conducting Research Interviews: 12 Tips for a Stress-free Process \* (IA)
- 3 Market Research 101 \*\*\*\*
- 4 Market Segmentation: Practical Steps to Research Success \* (IA)
- 4 Data Visualization 101 \*\*\*
- 19 Behavioral Economics for Market Researchers \*\*\*\*
- 25 Data Visualization & Dashboard Design for Market Research \*\*\*

## May

- 8 Online Qualitative Research Methods \*\*\*\* (IA)
- 9 Secondary Research 101: Sources and Techniques \*\*\* (IA)
- 17 Ethnographic Research for Customer Insights \* (IA)
- 17 Quantitative Data Analysis for Survey Research \*\*\*\* (IA)
- 22 Writing Quantitative Research Reports \*\*\*\* (IA)
- 23 Questionnaire Design Success: A 10-Point Checklist \* (IA)
- 30 Focus Group Project Management \*\*\*\* (IA)

## June

- 5 Excel for Market Research Data Analysis \*\*\*\* (IA)
- 6 Questionnaire Design 201: Scale Selection \*\*\*\* (IA)
- 7 Data Fluency for Marketers: Leveraging Data Sources Big & Small \*\*\*
- 19 Client Management Skills for Market Researchers \*\*
- 21 Conjoint, Discrete Choice & MaxDiff: An Introduction \* (IA)
- 28 Introduction to SPSS \*\*\*\* (IA)

## July

- 5 Data Visualization 101 \*\*\*
- 10 Writing Qualitative Research Reports \*\*\*\* (IA)
- 10 Introduction to Factor & Cluster Analysis \*\*\*\* (IA)
- 11 Infographics for Market Researchers: Hands-On \*\*\*\*
- 26 Social Media Research & Sentiment Analysis \* (IA)

## August

- 2 SPSS 201 \*\*\*\* (IA)
- 7 Open-ended Questions: Construction, Analysis and Reporting \*\*\*\* (IA)
- 7 Market Segmentation: Practical Steps to Research Success \* (IA)
- 8 Behavioral Economics for Market Researchers \*\*\*\*
- 16 Market Research 101 \*\*\*\*
- 21 Improving Customer Satisfaction: Monitoring Methods that Deliver Insights
- 28 Conducting Research Interviews: 12 Tips for a Stress-free Process \* (IA)

## September

- 4 Secondary Research 101: Sources and Techniques \*\*\* (IA)
- 5 Quantitative Data Analysis for Survey Research \*\*\*\* (IA)
- 6 Writing Quantitative Research Reports \*\*\*\* (IA)
- 12 Data Visualization & Dashboard Design for Market Research \*\*\*
- 13 Mobile Ethnography: Text & Video Methods \*\*\*\* (IA)
- 18 Questionnaire Design Success: A 10-Point Checklist (IA)
- 25 Questionnaire Design 201: Scale Selection \*\*\*\* (IA)
- 25 Focus Group Project Management \*\*\*\* (IA)

## October

- 10 Excel for Market Research Data Analysis \*\*\*\* (IA)
- 10 Online Qualitative Research Methods \*\*\*\* (IA)
- 11 Intro to R for Survey Researchers: Hands-on \*\*\*\* (IA)
- 23 Introduction to Factor & Cluster Analysis \*\*\*\* (IA)
- 25 Infographics for Market Researchers: Hands-On \*\*\*\*

## November

- 7 Writing Qualitative Research Reports \*\*\*\* (IA)
- 27 Introduction to SPSS \*\*\*\* (IA)

## December

- 5 Ethnographic Research for Customer Insights \* (IA)
- 6 Data Visualization 101 \*\*\*
- 12 Market Segmentation: Practical Steps to Research Success \* (IA)

Courses are available for individual purchase or as a 12-month membership through our Backstage Pass program

- \*\*\*\* = This course meets once a week for 4 consecutive weeks
- \*\*\* = This course meets once a week for 3 consecutive weeks
- \*\* = This course meets once a week for 2 consecutive weeks
- \* = This course meets once

(IA) indicates that a course is an Insights Association Certificate approved course  
Class topics, instructor, dates and times subject to change. Instructor illness, inclement weather and other unexpected events may result in rescheduling.