

## January

- 4 Online Qualitative Research Methods (4x/1-2:30pm/L2/IAQL)
- 9 SPSS 201 (4x/1-3:00pm/L2)
- 9 Focus Group Project Management (4x/11-12:30pm/L1/IAQL)
- 10 Questionnaire Design Success (1x/11-12:30pm/L1/IAQT)
- 10 Conducting Research Interviews (1x/1-2:30pm/L1/IAQL)
- 11 Quantitative Data Analysis for Survey Research (4x/11-12:30pm/L1/IAQL)
- 17 Client Management Skills for Market Researchers (2x/11-12:30pm/ALL)
- 17 CX: NPS and Beyond (2x/1-2:30pm/ALL)
- 31 Secondary Research 101 (3x/11-12:30pm/L1/IAQL)
- 31 Intro to R for Survey Researchers (4x/1-3:00pm/L3/IAQT)

## February

- 1 Open-ended Questions (4x/1-2:30pm/L1/IAQT)
- 6 Writing Quantitative Research Reports (4x/11am-12:30pm/L2/IAQT)
- 6 Questionnaire Design 201 (4x/1-2:30pm/L2/IAQT)
- 15 Conjoint, Discrete Choice & MaxDiff (1x/11am-12:30pm/L2/IAQT)
- 21 Ethnographic Research for Customer Insights (1x/11am-12:30pm/L1/IAQL)
- 22 Excel for Market Research Data Analysis (4x/11am-12:30pm/L1/IAQT)

## March

- 1 Social Media Research & Sentiment Analysis (1x/1-2:30pm/ALL/IAQL)
- 6 Writing Qualitative Research Reports (4x/1-2:30pm/L2/IAQL)
- 6 Introduction to SPSS (4x/11am-1pm/L1/IAQT)
- 7 Infographics for Market Researchers (4x/11am-12:30pm/L1)
- 7 Introduction to Factor & Cluster Analysis (4x/1-2:30pm/L2/IAQT)
- 15 Improving Customer Satisfaction (1x/1-3pm/L1)
- 22 Mobile Ethnography (4x/11am-12:30pm/L2/IAQL)

## April

- 3 Conducting Research Interviews (1x/11am-12:30pm/L1/IAQL)
- 3 Market Research 101 (4x/1-2:30pm/L1)
- 4 Market Segmentation (1x/11am-12:30pm/ALL/IAQT)
- 4 Data Visualization 101 (3x/11am-12:30pm/L1)
- 19 Behavioral Economics for Market Researchers (4x/1-2:30pm/ALL)
- 19 Writing for Impact: A Bootcamp for Market Researchers (4x/11-12:30pm/L1)
- 25 Data Visualization & Dashboard Design (3x/1-2:30pm/L3)

## May

- 8 Online Qualitative Research Methods (4x/11am-12:30pm/L2/IAQL)
- 8 Creating Customer Insights (2x/1pm-2:30pm/L1)
- 9 Secondary Research 101 (3x/11am-12:30pm/L1/IAQL)
- 17 Quantitative Data Analysis for Survey Research (4x/1-2:30pm/L1/IAQT)
- 22 Writing Quantitative Research Reports (4x/1-2:30pm/L2/IAQT)
- 23 Questionnaire Design Success (1x/1-2:30pm/L1/IAQT)
- 30 Focus Group Project Management (4x/1-2:30pm/L1/IAQL)

## June

- 5 Excel for Market Research Data Analysis (4x/11am-12:30pm/L1/IAQT)
- 6 Questionnaire Design 201 (4x/11am-12:30pm/L2/IAQT)
- 19 Client Management Skills for Market Researchers (2x/1-3pm/ALL)
- 21 Conjoint, Discrete Choice & MaxDiff (1x/1-3pm/L2/IAQT)
- 28 Introduction to SPSS (4x/1-3pm/L1/IAQT)

## July

- 5 Data Visualization 101 (3x/11am-12:30pm/L1)
- 10 Writing Qualitative Research Reports (4x/1-2:30pm/L2/IAQL)
- 10 Introduction to Factor & Cluster Analysis (4x/11am-12:30pm/L2/IAQT)
- 11 Infographics for Market Researchers (4x/1-2:30pm/L1)
- 26 Social Media Research & Sentiment Analysis (1x/11am-1pm/L1/IAQL)

## August

- 2 SPSS 201 (4x/1-3pm/L2/IAQT)
- 7 Open-ended Questions (4x/11am-12:30pm/L1/IAQT)
- 7 Food & Beverage Taste Testing Research for Innovators (3x/1-2:30pm/ALL)
- 7 Market Segmentation (1x/1-2:30pm/ALL/IAQT)
- 8 Behavioral Economics for Market Researchers (4x/11am-12:30pm/ALL)
- 16 Market Research 101 (4x/11am-12:30pm/L1)
- 21 Improving Customer Satisfaction (1x/1-3pm/L1)
- 28 Conducting Research Interviews (1x/11am-12:30pm/L1/IAQL)

## September

- 4 Secondary Research 101 (3x/11am-12:30pm/L1/IAQL)
- 5 Quantitative Data Analysis (4x/11am-12:30pm/L1/IAQT)
- 5 Crafting Insights for the C-Suite (4x/1-2:30pm/L3)
- 6 Writing Quantitative Research Reports (4x/1-2:30pm/L2/IAQT)
- 12 Data Visualization & Dashboard Design (3x/1-3pm/L3)
- 13 Mobile Ethnography (4x/11am-12:30pm/L2/IAQL)
- 14 Big Data Integration for Market Researchers (4x/11am-12:30pm/L2)
- 18 Questionnaire Design Success (1x/1-2:30pm/L1/IAQT)
- 25 Questionnaire Design 201 (4x/11am-12:30pm/L2/IAQT)
- 25 Focus Group Project Management (4x/1-2:30pm/L1/IAQL)

## October

- 10 Excel for Market Research Data Analysis (4x/11am-12:30pm/L1/IAQT)
- 10 Online Qualitative Research Methods (4x/1-2:30pm/L2/IAQL)
- 11 Intro to R for Survey Researchers (4x/1-2:30pm/L3/IAQT)
- 23 Introduction to Factor & Cluster Analysis (4x/1-2:30pm/L2/IAQT)
- 25 Infographics for Market Researchers (4x/11am-12:30pm/L1)

## November

- 7 Writing Qualitative Research Reports (4x/11am-12:30pm/L2/IAQL)
- 27 Introduction to SPSS (4x/11am-12:30pm/L1/IAQT)

## December

- 4 Data Fluency for Marketers (3x/11am-12:30pm/L1)
- 5 Ethnographic Research for Customer Insights (1x/11am-12:30pm/L1/IAQL)
- 6 Data Visualization 101 (3x/11am-12:30pm/L1)
- 12 Market Segmentation (1x/11am-12:30pm/ALL/IAQT)

Courses are available for individual purchase or from the 12-month Backstage Pass program.

Legend: (#x/#-#pm/L#/IA\_\_)

#x Number of times the course meets in consecutive weeks

#-# Time of day that the course meets (Eastern Time)

L# Level of course (1,2,3 or ALL)

IA Indicates an Insights Association Certificate eligible course (QT = quant, QL = qual)

Class topics, instructor, dates and times subject to change.