

**GEORGIA**

**MASTER OF  
MARKETING RESEARCH**

*Become a Corporate Partner*



**UNIVERSITY OF  
GEORGIA**  
Terry College of Business



## ALIGN YOUR BUSINESS WITH THE NATION'S PREMIER MMR PROGRAM

**1<sup>st</sup>**

Georgia's Terry College of Business created the first Master of Marketing Research (MMR) program almost 40 years ago. Today, the program is still considered the gold standard in market research education.

**100%**

MMR new graduates hold a long-standing 100% employment rate. Research suppliers and corporations eagerly hire MMR graduates due to their methodological knowledge and storytelling abilities in addition to being passionate about research and insights generation.

"Georgia MMR offers a talent pipeline to graduates that are ready to contribute from day one. With academic training in research methodologies and a long-term commitment to the industry, these students are set up to have impactful careers across industries and all stages of the product development lifecycle."

—ADRIAN BING-ZAREMBA, SENIOR DIRECTOR BUSINESS INSIGHTS AND ANALYTICS, ASTRAZENECA

# TOP TALENT PEER NETWORKING FRESH INSIGHTS

Whether you are interested in gaining early access to top talent or enriching your professional network, becoming an MMR partner has numerous rewards.

### UNPRECEDENTED ACCESS TO TOP TALENT

Introduce students to your brand and find the right hires through on- and off-campus interviews, an exclusive MMR career fair and other networking events.

"For our market research firm, the value of board membership extends beyond accessing top talent. The board meetings and summits provide important networking opportunities, as well as the ability to stay current in a rapidly evolving industry."

—ROB ARNETT, EXECUTIVE VICE PRESIDENT, M/A/R/C

### NETWORK WITH FELLOW BOARD MEMBERS AND FACULTY

MMR board members connect and share insights with fellow board members in a non-competitive, non-sales environment. Members continue to grow these relationships throughout their careers. Additionally, MMR faculty can be a valuable resource for industry trends and outside perspective.

### CONTRIBUTE TO THE FUTURE OF THE INDUSTRY

As an MMR partner, your tax-deductible contribution shapes the future of the market research industry through new technology and advanced education. Connecting your internal staff to corporate projects and research summits creates compelling leadership and educational opportunities. Company-named graduate assistantships are also available.

# PRIMARY BENEFITS FOR PARTNERS

- Early access to student talent, presentation opportunities and priority scheduling during recruiting
- Exclusive board member and faculty networking opportunities
- Real-world research insights and panel data access via proprietary corporate projects
- Promotion in University marketing communications and brand exposure through named assistantship opportunities
- Industry event access and special discounts

“As a long-standing board member company, we have benefited from a consistent pipeline of top talent from Georgia’s MMR program. We are able to provide input into the direction and content of the program, enabling students to gain the skills that will be necessary in the workforce. MMR graduates who come to Lilly have the opportunity to excel right from the start and continue growing over time in diverse and fulfilling careers.”

—KARLA DUNCAN, ELI LILLY  
AND COMPANY

***Ready to commit? Invest in the future of market research. Contact us at [mmr@terry.uga.edu](mailto:mmr@terry.uga.edu) to become a corporate sponsor today.***

## Terry College of Business

### Contact Us

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