

**GEORGIA**

**MASTER OF  
MARKETING RESEARCH**



**UNIVERSITY OF  
GEORGIA**  
Terry College of Business



# EARN YOUR GRADUATE DEGREE IN ELEVEN SHORT MONTHS.

## The First MMR Program in the U.S.

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The Terry College of Business's Master of Marketing Research (MMR) program was the first of its kind in the U.S. For nearly 40 years, the program has evolved with the industry, maintaining its premier status.

Over the span of eleven months (June – May), you will learn state-of-the-art content, tools, and techniques used by top firms in the marketing research and consumer insights industries.



Engage with our world-class faculty, long committed to developing students into highly sought-after market researchers capable of shaping corporate strategy.

# INDUSTRY-DRIVEN CURRICULUM

Our team continues to evaluate and develop the course curriculum to meet industry demands, as well as host events to ensure you're primed for success upon graduation. Here are additional ways we'll help you get ahead:

## TOOLS AND TECHNIQUES

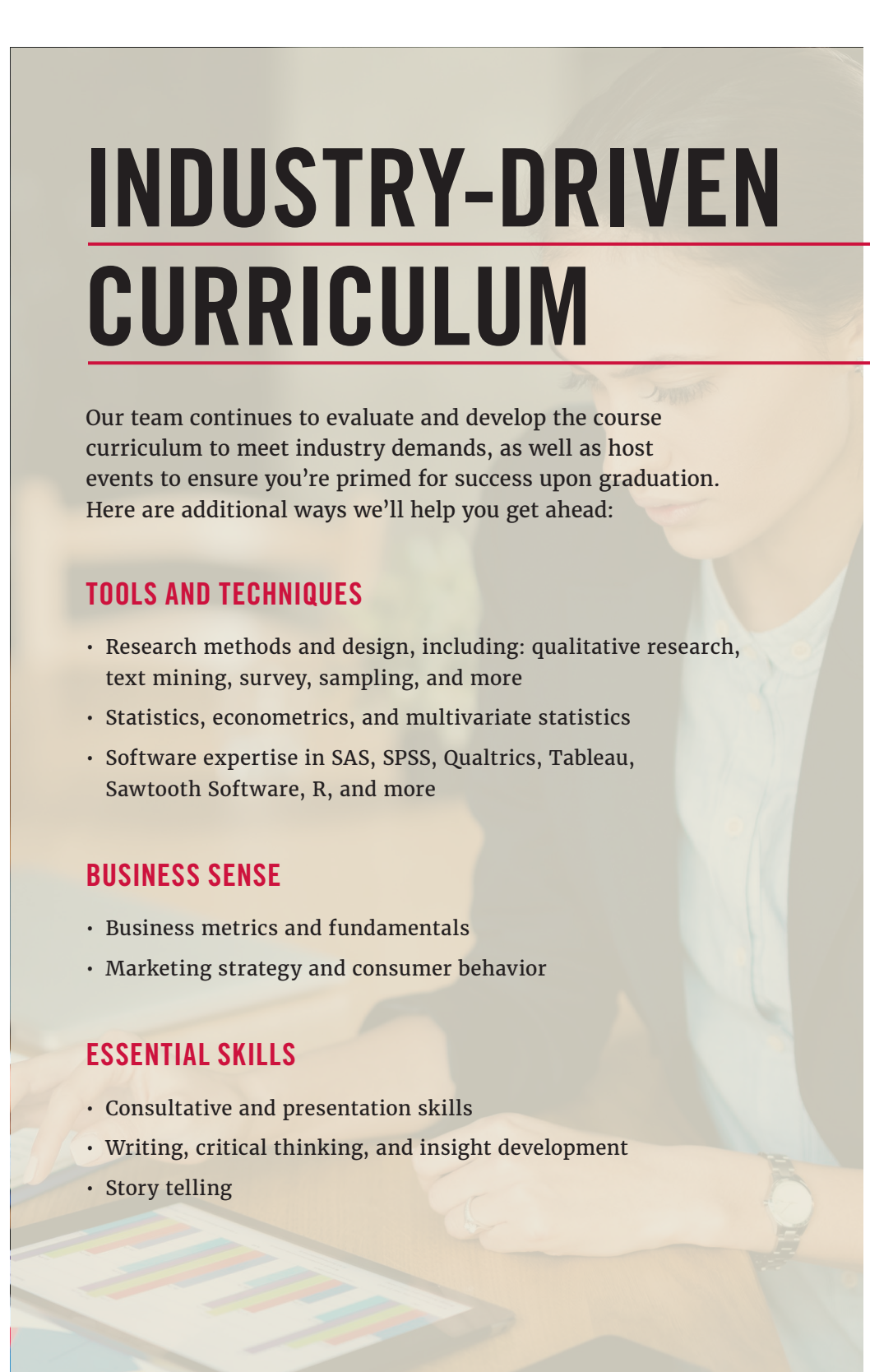
- Research methods and design, including: qualitative research, text mining, survey, sampling, and more
- Statistics, econometrics, and multivariate statistics
- Software expertise in SAS, SPSS, Qualtrics, Tableau, Sawtooth Software, R, and more

## BUSINESS SENSE

- Business metrics and fundamentals
- Marketing strategy and consumer behavior

## ESSENTIAL SKILLS

- Consultative and presentation skills
- Writing, critical thinking, and insight development
- Story telling





## SUCCESS IN THE CLASSROOM. AND BEYOND.

**Your network matters.** MMR students have every opportunity to build extensive industry connections. Early in the program, our team will match you with an MMR graduate to serve as your mentor throughout the program. Your mentor will help guide you through the program, career opportunities, your job search, and more.

These mentors are an introduction to the program's highly involved and supportive alumni network. With more than 650 MMR graduates, you'll build a network of contacts across a variety of industries around the country.

# REAL INDUSTRY EXPERIENCE

**To maximize your skills, you need to go beyond the books.** You will work with a team on a two-semester, corporate-sponsored research project. Your team will provide your client with key insights via qualitative and quantitative research.

You'll have many opportunities to interact with leaders from both Fortune 500 and startup companies as part of our ongoing Executive Seminar series. Whether discussing the latest trends in industry tools or how to turn insight into action, you'll learn from the sharpest minds at the nation's premier companies.



# COMMIT TO YOUR CAREER

Whether you're a recent graduate or an early-career professional, the Master of Marketing Research program can rapidly advance your career as a market research analyst, the #6 Best Business Job according to the *U.S. News & World Report's* 2018 ranking. Our program boasts the following:



# 100%

**PLACEMENT RATE**

**100%** SATISFACTION WITH BOTH PROGRAM AND CAREER AS REPORTED BY STUDENTS IN A POST-GRADUATION SURVEY



**RECENT PLACEMENTS AT SUPPLIER AND CLIENT FIRMS**

84.51°	Eli Lilly
Altria	Ipsos
Anheuser-Busch	Johnson & Johnson Vision
Arby's	Kantar
Burke	Lowe's
Chick-fil-A	M/A/R/C
Directions Research	SKIM

## EARLY CAREER SUPPORT



MMR career fair attended by top industry professionals



Career Services: support from crafting the perfect résumé and LinkedIn profile to negotiating your offer



Individual software licenses ensure all MMR students have ready access to SPSS, SAS, and Tableau



Attend the 3-day IteX North America Conference held annually in June



Fall and Spring MMR Advisory Board meetings featuring speakers and panel discussions

For MMR graduates, career success is about more than money. A group of curious, motivated leaders, MMR graduates also find fulfillment in their day-to-day jobs, helping companies uncover consumer insights and solve complex challenges. For many, MMR is the gateway to finding deeper gratification and meaning in their careers.

# HOW TO APPLY

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You can apply to the Georgia MMR program online:

<http://www.terry.uga.edu/mmr/admissions>

A complete application includes:

- Online application
- Unofficial transcript from all institutions attended
- GMAT or GRE scores
- Three letters of recommendation
- One-page résumé
- Statement of purpose
- TOEFL (required for international applicants)
- Non-refundable, one-time application fee—\$75 for domestic applicants, \$100 for international applicants (submitted online with the application)

*Learn more about MMR. Visit us at [terry.uga.edu/mmr](http://terry.uga.edu/mmr)*

## Terry College of Business

### Contact Us

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