



2026–2027
**Master of Marketing Research
Student Guidebook**

Terry College of Business, The University of Georgia

terry.uga.edu/mmr/



**UNIVERSITY OF
GEORGIA**
Terry College of Business

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I. INTRODUCTION

Welcome

Our STEM-designated MMR program at the Terry College of Business was the first Master of Marketing Research program in the U.S. and is internationally regarded as the standard of comparison for such programs.

MMR students pass high entrance requirements to be admitted and are then immersed in a rigorous academic program with hands-on use of the same analytics tools and research methods used by marketing research industry to guide business decisions. In addition to the research tools, our program emphasizes business applications and students acquire a solid grounding in marketing strategy.

As a result, our MMR graduates are highly sought after by both the marketing research industry and market intelligence/consumer insights departments of major corporations. Our program maintains ties with many partner corporations who, acting as [Advisory Board members](#), guide the program content for standards and relevancy. With more than 840 MMR alumni, the program's graduates hold many leadership positions in marketing research and consumer insights.

Academic Unit Overview/Organization

More than 40 years later, we're still the best at what we do.

Our STEM-designated Master of Marketing Research (MMR) program was the first of its kind. In 1979 we saw the need for high-caliber marketing researchers and so, in conjunction with some of the leading marketing professionals in the field, our faculty developed an 11-month program focused on real-world consumer insights and marketing research problems.

Our MMR program is one of the top programs for developing skilled marketing research professionals and executives, and has more graduates than any other program. Read the [MMR Brochure](#) for more information.

Individual Attention to Students

The Georgia MMR is a cohort-style program featuring classes developed exclusively for the MMR students. The MMR average class size of 30 enhances faculty attention to individual student learning and personal development. Faculty, Advisory Board members, and alumni develop first-name professional relationships with students and provide the individual coaching and mentoring essential for career development.

[Program Directory](#)

Class Quality and Composition

The Terry College MMR classes are distinguished by their strong academic ability, professional experience, and varied perspectives. A collaborative and supportive environment is evident among MMR students, enabling them to succeed in team-based learning settings. The program aims to enroll

a well-rounded student body and offers a couple of scholarships funded by Eli Lilly and Co. to support students with a range of backgrounds and experiences.

[Class Profile](#)

Long-Term Career Prospects

Long-term prospects for MMRs are exceptional. Newly graduated MMRs move quickly into project manager, senior analyst, and marketing research or consumer insight manager roles. Many of our alumni are now directors of marketing research at client firms or senior vice presidents at suppliers and agencies. The MMR provides clear passage to these top management careers.

Global Expectations of All Students

- Professional standards of behavior
 - Students are expected to demonstrate professional behavior while enrolled in the graduate program and to act in a manner that demonstrates integrity and respect for others and the campus environment.
- Adherence to university policies governing research and academic conduct, non-discrimination and anti-harassment, and workplace violence (include links to Academic Honesty, NDAH and WPV policies, and Student Code of Conduct)
- Academic standards: maintain a 3.0 in all required coursework, attendance at seminars, meeting presentations. Grades of each individual course must be C or above.
- Students have the right to receive the world class education and experiential opportunities the MMR Program offers and are required to adhere to the program guidelines and academic performance standards.

II. ACADEMIC/CURRICULAR REQUIREMENTS

Specific Program Degree Requirements

Required Coursework Credit Hours: 40.5

Internships Apprenticeships: Corporate Project

Program Components/Options

The STEM-designated MMR Program curriculum focuses on challenging, cutting-edge coursework and hands-on projects which are sponsored by the MMR Advisory Board and companies such as Coca-Cola, Michelin, Merck, Johnson & Johnson Vision, and UPS.

Our curriculum allows students to obtain an understanding of knowledge development tools and strategic applications, data acquisition, and insight extraction and dissemination. MMR students gain skills for designing intelligent marketing research solutions to specific business problems, analyzing data using sophisticated statistical tools and packages, preparing and presenting high-impact reports, and serving as a market intelligence consultant to managers.

The program is structured to encompass the tools & techniques, business acumen and 'soft' skills necessary to succeed in the industry.

Tools and Techniques

- Qualitative Research
- Statistics - Econometrics - Multivariate Statistics
- Sampling & Survey Research
- Experimental Design
- Conjoint - Data Mining - Web Analytics
- SAS - SPSS - Qualtrics - R - Tableau - AYTM - MySQL - Sawtooth Software

Business Acumen + Context

- Business Fundamentals
- Marketing Strategy
- Consumer Behavior
- Advertising & Promotion Management
- Databased Marketing & Customer Relationship Strategy

Soft Skills

- Consultative Skills
- Presentation Skills
- Writing Skills
- Critical Thinking and Insights Development
- Story Telling

Coursework

The MMR coursework is completed in only 11 months, beginning in the summer semester (June) and ending the following spring semester. Students take approximately 13.5 credit hours per semester (40.5 hours overall) as follows:

Summer

- [MARK 7100](#): Introductory Statistical Methods for Marketing Research
- [MARK 7200](#): Data Collection Methods
- [MARK 7400](#): Analytics Tools for Marketing Intelligence
- [MARK 7520](#): Marketing Management

Fall

- [MARK 7150](#): [Altria Executive Seminar Series](#)
- [MARK 7220](#): Applications of Marketing Research Techniques I
- [MARK 7250](#): Marketing Research Project I
- [MARK 7450](#): Consumer Behavior
- [MARK 7610](#): Qualitative Research
- [MARK 7655](#): Regression Models for Marketing Decisions

Spring

- [MARK 7150](#): [Altria Executive Seminar Series](#)
- [MARK 7320](#): Applications of Marketing Research Techniques II
- [MARK 7350](#): Marketing Research Project II
- [MARK 7700](#): Discrete Choice and Conjoint Analysis
- [MARK 7850](#): Special Topics: Behavioral Methods in Marketing Research
- [MARK 7950](#): Customer Analytics and Strategy

NOTE: The curriculum and coursework are continuously evolving to address the dynamic needs of the market research community. Thus, specific courses and content may change from time to time.

Marketing Research Projects

Students design and complete research projects in the area of marketing research under the supervision of a faculty member. The projects involve actual problems/issues in corporate supplier or client firms who serve as sponsors. Recent sponsors have included Michelin, Lowe's, Merck, Eli Lilly, Johnson & Johnson Vision Care, UPS, and Duke Energy.

[MMR Advisory Board](#)

Altria Executive Seminar Series

This series brings marketing professionals into the classroom to discuss their experience and expectations in marketing research as well as the current state of the industry. Seminars are followed by a formal question-answer session and reception.

Number of Hours

The total credit hours required for graduation from the MMR program is 40.5 graduate-level credit hours at the 7000 level or above.

Grade Point Average Requirement

The minimum required grade point average is 3.00. Students must earn a grade of C or better in each course that is listed on the Program of Study.

Final Program of Study Approval

The program of study for Master of Marketing Research degree must contain a minimum of 40.5 hours of graduate course work.

- Expected timeline: 11 months
- Director signature on final program of study
- Submission of forms to Graduate Coordinator (and then to Graduate School) by required deadline

Graduation

- Application for graduation submitted by deadline; late filing application fee

Students who have not completed degree requirements as determined by the Graduate School and by published deadlines will not be allowed to walk in the ceremony. There are NO exceptions to this policy.

III. INTEGRITY IN RESEARCH AND CREATIVE ACTIVITIES

Compliance training if applicable: SecureUGA

IV. EXPECTATIONS FOR SUCCESSFUL ACADEMIC/RESEARCH PROGRESS

Expectations

Students must maintain a cumulative GPA of 3.0 and receive grades of C or higher in each of the courses. Incomplete grades might be offered to students by a faculty who agrees that the student has made enough progress in the course.

A student will meet satisfactory progress by successfully completing the coursework and meeting the program's expectations.

Student Grade Appeals

Students should initiate a grade appeal by contacting the Marketing department. A departmental committee will be formed to assess the appeal. Students have the opportunity to appeal at the college level if the grade is not overturned by the department committee.

Dismissal

Students may be dismissed by the department at the end of any semester if they have not made sufficient academic progress to warrant continuance of study. Failure to follow the Program of Study or other departmental and Graduate School guidelines, low grades, and lack of progress are among the reasons dismissal might occur.

Dismissal Process/Notification

[Dismissal by Graduate School](#) — Dismissed students should initiate a dismissal appeal process by contacting the marketing department.

[Graduate School dismissal appeal process](#)

Grievance Process

Students should initiate a dismissal appeal process by contacting the marketing department. Faculty will be asked to mediate conflict between students.

V. FUNDING AND DEVELOPMENT OPPORTUNITIES FOR STUDENTS

Assistantships

- The MMR Program has limited Graduate Assistantships available
- All admitted students are considered for an assistantship
- Awarded by the admissions committee from the top students
- Assistantships include a tuition waiver for Summer, Fall, and Spring semesters
- Assistantship roles involve supporting faculty in the marketing department in their teaching and teaching and roles in support of the MMR program (Social Media Manager, Speaker Series Coordinator, Student Ambassador/Alumni Relations).
- Enrollment requirement: Students must enroll in all 40.5 C/H within the 11-month period to graduate.
- Students must complete the tasks assigned to their assistantship and are expected to work an average of 13 hours a week.
- Termination: Assistants who refuse to complete the tasks assigned to them or who perform below expectation may be terminated if behavior not corrected following a warning.

VI. APPENDICES

Graduate School Resources

- [Funding Your Graduate Education](#)
- [Graduate Application for Aid](#)

UGA Resources

- Graduate Student Organizations: GPSA, GAPS, GRADS
- Career Services
- Alumni office
- Libraries
- Health Center
- CAPS
- Parking
- Registrar
- Bursar
- Where to rent technology
- Financial Education / ASPIRE Clinic
- Office of International Education (OIE)
- International Student Life
- Writing Center

Sample Program of Study

Student



Department Marketing Degree Objective Non-Doctoral Professional

Major Marketing Research Degree MMR

Area of Emphasis

Course Information

Subject + Course # (Ex GRSC 8550)	Hours	Grade	Term	Year	Grad Level Only?	Validated? <i>Grad School Only</i>
MARK 7100	3		Summer	2018	No	No
MARK 7200	3		Summer	2018	No	No
MARK 7450	1.5		Summer	2018	No	No
MARK 7610	3		Summer	2018	No	No
MARK 6750	3		Fall	2018	No	No
MARK 7150	1.5		Fall	2018	No	No
MARK 7220	3		Fall	2018	No	No
MARK 7250	1.5		Fall	2018	No	No
MARK 7720	3		Fall	2018	No	No
MARK 7930	3		Fall	2018	No	No
MARK 7150	1.5		Spring	2019	No	No
MARK 7320	3		Spring	2019	No	No
MARK 7350	1.5		Spring	2019	No	No
MARK 7650	3		Spring	2019	No	No
MARK 7700	3		Spring	2019	No	No
MARK 7950	3		Spring	2019	No	No
Total Hours:			40.5			
Total 8000/9000 level hours add (for doctoral student use only):						0

Sample Graduate Assistantship Offer

Congratulations! You have been selected to receive an MMR Graduate Assistantship for 2026–2027. Recipients are selected through a competitive process, and assistantships are awarded only to the University’s most qualified individuals to support them in their graduate study.

The benefits of this assistantship include an annual payment of approximately \$8,544 and a reduction of tuition to \$25 per semester, instead of the standard tuition, which for the 2026-2027 school year is

\$15,297 for in-state students and \$41,227 for out-of-state students.¹ Therefore, the full value of this award includes your annual assistantship payment and the savings in tuition that you will receive should you accept this award.

Please note that monthly assistantship paycheck amounts may vary and are prorated depending on the start and end dates of your appointment. Likewise, the total annual payment will be prorated according to actual months worked. Please note, if you do not arrive on campus by the first day of classes, your assistantship may be revoked.

Your assistantship will begin on August 14, 2026 and end May 6, 2027. Your assistantship monthly payment amounts (pre-tax) are listed below. You should use this information to plan accordingly for the year.

Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
\$822	\$959	\$959	\$959	\$959	\$959	\$959	\$9359	\$959	\$274

As a Graduate Assistant, you are considered a part-time, temporary employee as well as a student, and you are required to follow all University policies. Notwithstanding this offer of assistantship, in the event you are found in violation of a University policy, you may be subject to disciplinary action up to and including termination of your employment. If your employment is terminated, you may become responsible for the full amount of your tuition and fees for the semester in which the termination occurred.

All University of Georgia students are required to pay mandated student fees. For fall semester 2024, those were \$708 and include services of the University Health Center and Ramsey Student Center for Physical Activities, as well as transportation, athletic, technology, and activity fees.¹ For further information on tuition and fees, please see <http://www.bursar.uga.edu/>. Additionally, international students will be required to pay an International Student Compliance Fee. Further information on this fee can be found at <https://globalengagement.uga.edu/immigration/fees-page>.

All students on assistantship are required to have health insurance unless they qualify to opt out of the University System’s health insurance plan. Further information on premiums for the Mandatory Plan is available at <https://hr.uga.edu/students/student-health-insurance/mandatory-plan/>. Additional information on student health insurance can be found at https://hr.uga.edu/students/students_home/.

To determine what impact, if any, this assistantship will have on your financial aid eligibility for the academic year, please contact the Office of Student Financial Aid (OSFA) at 706-542-6147 or osfa@uga.edu.

Your assistantship award is intended to contribute to your scholarly development and is contingent on your continued status as a graduate student in good standing. While on assistantship, you must register for nine (9) graduate credit hours during the Summer semester and a minimum of twelve (12)

¹ The most current rates can be found here: <https://busfin.uga.edu/finance-division/bursar/students-parents/bursar-tuition-fees/>

graduate credit hours for the Fall and Spring semesters. You will be expected to take MMR degree advanced-level courses and maintain a minimum graduate GPA of 3.0.

You will have a 13.4 hour per week work obligation to the department and the responsibility to attend various departmental events. Your assignment for your assistantship duties will be defined by Dr. Marcus Cunha, director of the MMR Program, prior to the beginning of Fall classes and will include assisting Marketing faculty, the Department of Marketing, and the MMR Program. It is expected that you will perform these duties to the satisfaction of your department and faculty mentor. If you have questions about your work obligations, please contact Marcus Cunha (cunhamv@uga.edu).

To keep up with the latest happenings at the Coca-Cola Center for Marketing Studies and the MMR Program, please visit our web site (www.terry.uga.edu/mmr) and follow us on social media www.facebook.com/TerryMMR/, <https://www.instagram.com/terrymmr/>, [linkedin.com/school/mmr-program](https://www.linkedin.com/school/mmr-program).

I sincerely hope you will accept this offer of an assistantship to pursue your degree at the University of Georgia. Please inform us of your decision by signing and returning one copy of this letter to Shari King at 630 S. Lumpkin St, Athens GA 30602, or via email to shari.king@uga.edu no later than April 15th. We would, however, appreciate your decision as soon as you decide. This will allow us to extend an offer to another student in a timely manner. Classes start on Thursday, June 4th, but you should plan to be on campus on June 3rd as we will have orientation that day.

MMR Assistantship Responsibilities

Assistantships are merit-based awards that, unlike fellowships or scholarships, provide a stipend in exchange for services rendered. In our case, the service is the 13.4 hours per week of assistance you provide to the faculty member(s) you are assigned to work for. Faculty may utilize your services in pursuit of academic activities including proctoring/grading exams or papers, supervision of laboratories, assisting with research projects, etc. If you are presented with an assignment that requires you to teach a course, it is your option to decline the assignment without sacrificing your assistantship. You are not required to lecture to undergraduate classes. In some instances, a graduate assistant is assigned to support the administrative day-to-day operations of a department/office.

The 13.4-hours-per-week work requirement will be handled differently by different faculty. Some will require formal hours during the week while others will work on the basis of “project time” where you will be given a project and allowed to structure your 13.4 hours accordingly, as long as the project is completed in a timely manner. It is your responsibility to meet with your assigned faculty member to work out your schedule.

If you are not being utilized by your faculty member, you may want to talk to your departmental representative to see if another faculty member in the department can utilize your services. Your commitment to work is 13.4 hours per week. If a faculty member only requires you to work 4 hours one week, they cannot carry over and require the 9 remaining hours to be worked during the following week. If, however, you request time off from your assistantship during a given week for personal or academic reasons, you do owe any hours not worked that week to the faculty member. You are

cautioned not to consider the latter a workable option except in extremely unusual circumstances. The demands of the program do not allow for much more than 13.4 hours of work per week, and in the event you fall behind in your assistantship duties, you are subject to losing your award and having to repay the University for any fees that have been waived as part of your assistantship.

As a qualifier to the above, there may be instances when a faculty member needs/requires help beyond the 13.4 hours required (for example, during mid-term and final exam week). As long as the extra hours are within reason, and given that most assistants do not work 13.4 hours every week, it is expected that every effort be made to provide the necessary support.

Every semester, evaluations are made on student's work by the faculty/staff member(s) supervising the work. Non-performance will be reported to the student and Departmental Office at the onset. Failure by the student to take corrective action will result in termination of the assistantship. If you have a problem, you need to try to resolve the problem by talking to both your faculty member and the departmental representative.

Important things to remember:

1. It is your responsibility to maintain contact with your faculty member. The faculty member will not come looking for you!
2. You are required to work 13.4 hours per week. Failure to meet the requirements associated with your assistantship may result in the loss of your award.
3. Graduate School policy requires the graduate assistants register and pay their fees prior to the first day of classes each semester. Failure to do so will result in the immediate termination of an assistantship award and the assessment of full tuition and fees.