

Online Training Offerings from



Market Research eLearning Winter 2011-2012

4-week Power Programs: 4 sessions each

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Per student fee includes handouts, real-time Q&A, replay access for 60 days, 30 minutes of 1:1 instructor access and completion certificate

4 Week Power Program Class	Description	Dates <small>All classes start at 1:00 EST</small>
Market Research Project Management \$579 per student	How to manage market research projects, with specific best practices for both qualitative and quantitative research. Project planning strategies, team management tactics, documentation requirements, supplier management & more. 4 hours of class time.	Jan 10 (60 minutes) Jan 17 (60 minutes) Jan 24 (60 minutes) Jan 31 (60 minutes)
Online Research Methods for 2012 \$719 per student	Want to update your market research skill set? Learn about cool, new approaches to gaining customer insights. This class includes real-world examples and real-time demonstrations. Social media research, single question polls, crowdsourcing, new online survey tools & more. 5 hours of class time.	Jan 19 (60 minutes) Jan 26 (90 minutes) Feb 2 (60 minutes) Feb 9 (90 minutes)

Find out why over 300 marketing & market research professionals choose Research Rockstar <http://www.researchrockstar.com/clients/>

What is an eLearning class?

- It's online, instructor-led (audio and visual)
- It's fun & fast-paced (try it, you'll see)
- It's convenient (participate from your home, office...anywhere you want)
- It eliminates travel time, expense & aggravation
- It's less costly than in-person seminars
- It's interactive (interact with the instructor in real-time or 1:1 after the class)
- It's time-efficient (eLearning classes get to the point—no fillers, no fluff)
- It's available for replay

To register: <http://twurl.nl/ajno4c> or call 508.691.6004 ext 701

For additional information, please contact Cathy Leonard at CLeonard@ResearchRockstar.com, or call the number above.