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Center for Continuing  
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*Introduction to Data Analysis*

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Introduction to Market Research and the Research Process

Market Research Design and Data Identification

15. Ethical and Legal Issues in Market Research



#### IPC Analytics

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Market Research Design and Data Identification

Sampling in Market Research

Qualitative Market Research

Quantitative Data Collection Methods

Measurement and Questionnaire Design

Introduction to Data Analysis

Advanced Analytic Techniques

Working with Secondary Data: Syndicated and Big Data

Communicating Research Results

Global Market Research

Emerging Methods and The Future of Market Research

Ethical and Legal Issues in Market Research

