# 2019 Course Calendar

All courses are available in both real-time and on-demand formats.

### January
- **03** Open-ended Questions (3x/11am-12:30pm/L1/AQT/O)
- **08** Quantitative Data Analysis (4x/11am-12:30pm/L1/AQT/O)
- **09** Questionnaire Design Success (1x/1-3:00pm/L1/AQT/O)
- **10** Questionnaire Design 201 (4x/1-2:30pm/L2/AQT/O)
- **23** Social Media Research & Sentiment Analysis (1x/11am-1:00pm/ALL/AQL/O)
- **30** Market Research 101 (4x/11am-12:30pm/L1/O)

### February
- **05** Become an Insights Consultant Black Belt (4x/11am-12:30pm/L3)
- **05** Infographics (4x/1-2:30pm/L1)
- **06** Conducting Research Interviews (1x/1-2:30pm/L1/AQL/O)
- **07** Excel for Market Research Data Analysis (4x/1-2:30pm/L1/AQT/O)

### March
- **05** Introduction to SPSS (4x/1-2:30pm/L1/AQT/O)
- **06** Focus Group Project Management (4x/11am-12:30pm/L1/AQL/O)
- **06** Market Segmentation (1x/1-3:00pm/ALL/AQT/O)
- **07** Writing Quantitative Research Reports (4x/1-2:30pm/L2/AQT/O)
- **07** Writing for Impact: A Boot Camp for Market Researchers (4x/1-2:30pm/L1/AQT/O)
- **12** Data Fluency for Methodology Planning (3x/11am-12:30pm/L1)

### April
- **03** Conjoint, Discrete Choice & MaxDiff (1x/11am-1:00pm/L2/AQT/O)
- **04** Secondary Research (3x/11am-12:30pm/L1/AQL/O)
- **09** Introduction to Factor & Cluster Analysis (4x/11am-12:30pm/L2/AQT/O)
- **09** Data Visualization 101 (3x/11am-12:30pm/L1)
- **11** Ethnographic Research for Customer Insights (1x/1-3:00pm/L1/AQL/O)

### May
- **01** Open-ended Questions (3x/1-2:30pm/L1/AQT/O)
- **02** Writing Quantitative Research Reports (4x/11am-12:30pm/L2/AQL/O)
- **03** Online Moderation Theory & Practice (4x/11am-12:30pm/L2)
- **07** Quantitative Data Analysis (4x/11am-12:30pm/L1/AQT/O)
- **08** Behavioral Economics (4x/11am-12:30pm/ALL/O)
- **23** Writing for Impact: A Boot camp for Market Researchers (4x/1-2:30pm/L1)

### June
- **06** Improving Customer Satisfaction (1x/11am-1:00pm/L1)
- **13** Introduction to R for Survey Researchers (4x/11am-1:00pm/L3/AQT)
- **19** Writing Quantitative Research Reports (4x/11am-12:30pm/L2/AQT/O)
- **20** Questionnaire Design Success (1x/1-3:00pm/L1/AQT/O)
- **27** Market Segmentation (1x/1-3:00pm/ALL/AQT/O)

### July
- **09** Questionnaire Design 201 (4x/11am-12:30pm/L2/AQT/O)
- **09** Excel for Market Research Data Analysis (4x/1-2:30pm/L1/AQT/O)
- **10** Conducting Research Interviews (1x/1-3:00pm/ALL/AQL/O)
- **11** Social Media Research & Sentiment Analysis (1x/1-3:00pm/ALL/AQL/O)
- **18** Focus Group Project Management (4x/1-2:30pm/L1/AQL/O)
- **24** Introduction to SPSS (4x/11am-12:30pm/L1/AQT/O)
- **25** Mobile & Online Qualitative Research Methods (4x/11am-12:30pm/L2/AQL/O)

### August
- **06** Infographics (4x/11am-12:30pm/L1)
- **06** Writing Qualitative Research Reports (4x/1-2:30pm/L2/AQL/O)
- **07** Introduction to Factor & Cluster Analysis (4x/1-2:30pm/L2/AQT/O)
- **15** Secondary Research (3x/1-2:30pm/L1/AQL/O)
- **21** Ethnographic Research for Customer Insights (1x/11am-1:00pm/L1/AQL/O)
- **22** Conjoint, Discrete Choice & MaxDiff (1x/11am-1:00pm/L2/AQT/O)
- **29** SPSS 201 (4x/11am-1:00pm/L2)

### September
- **03** Client Management Skills (2x/11am-1:00pm/ALL/O)
- **05** Quantitative Data Analysis (4x/1-2:30pm/L1/AQT/O)
- **11** Open-ended Questions (3x/11am-12:30pm/L1/AQT/O)
- **11** Data Fluency for Methodology Planning (3x/11am-12:30pm/L1)
- **17** Questionnaire Design Success (1x/11am-1:00pm/L1/AQT/O)

### October
- **03** Writing for Impact: A Boot camp for Market Researchers (4x/1-2:30pm/L1)
- **08** Writing Quantitative Research Reports (4x/1-2:30pm/L2/AQT/O)
- **09** Questionnaire Design 201 (4x/11am-12:30pm/L2/AQT/O)
- **30** Market Segmentation (1x/1-3:00pm/ALL/AQT/O)

### November
- **05** Sampling Practicum for Survey Researchers (3x/11am-12:30pm/L2)
- **05** Market Research 101 (4x/1-2:30pm/L1)
- **06** Introduction to SPSS (4x/11am-12:30pm/L1/AQT/O)
- **06** Introduction to Factor & Cluster Analysis (4x/1-2:30pm/L2/AQT/O)
- **14** Conducting Research Interviews (1x/11am-12:30pm/L1/AQL/O)
- **21** Conjoint, Discrete Choice & MaxDiff (1x/11am-1:00pm/L2/AQT/O)

### December
- **03** Secondary Research (3x/11am-12:30pm/L1/AQL/O)
- **05** Excel for Market Research Data Analysis (4x/11am-12:30pm/L1/AQT/O)
- **10** Writing Qualitative Research Reports (4x/1-2:30pm/L2/AQL/O)
- **11** Ethnographic Research for Customer Insights (1x/1-3:00pm/L1/AQL/O)
- **12** Mobile & Online Qualitative Research Methods (4x/1-2:30pm/L2/AQL/O)
- **18** Social Media Research & Sentiment Analysis (1x/1-3:00pm/ALL/AQL/O)

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**Legend:** (#x/##-#pm/L/#IA_)
- #x: Number of times the course meets in consecutive weeks
- ##: Time of day that the course meets (all Eastern US)
- #L: Level of course (1, 2, 3 or ALL)
- IA: Insights Association Certificate eligible course (QT = quant, QL = qual)
- O: Available in Backstage Pass on-demand option.

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1 Two on-demand formats available: A) All real-time classes are available with recordings, B) Courses indicated with an “O” are also available in a self-paced-only format. Topics, instructor, & dates subject to change. Illness and other events may result in rescheduling of real-time events.

Thanks for being a Research Rockstar! For the most current calendar information, please visit Training.ResearchRockstar.com & for current Training Pass & Team options, visit 2019 Training.