# 2020 COURSE CALENDAR

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

| JANUARY | 09 Market Research 101 *(4x/11am-12:30pm/L1/O)*  
14 Ethnographic Research for Customer Insights *(1x/11am-1:00pm/L1/IAQL/O)*  
28 Conducting Research Interviews *(1x/11am-12:30pm/L1/IAQL/O)* |
|----------|---------------------------------------------------------------|
| FEBRUARY | 11 Questionnaire Design Success *(1x/11am/1:00pm/L1/IAQT/O)*  
11 Quantitative Data Analysis *(4x/1-2:30pm/L1/IAQT/O)*  
13 Focus Group Project Management *(4x/1-2:30pm/L1/IAQT/O)*  
27 Questionnaire Design 201 *(4x/11am-12:30pm/L2/IAQT/O)* |
| MARCH    | 10 Infographics *(4x/11am-12:30pm/L1)*  
10 Market Segmentation *(1x/1-3:00pm/ALL/IAQT/O)*  
12 Social Media Research & Sentiment Analysis *(1x/1-3:00pm/ALL/IAQT/O)*  
19 Data Fluency for Methodology Planning *(3x/1-2:30pm/L1)*  
24 Excel for Market Research Data Analysis *(4x/1-2:30pm/L1/IAQT/O)* |
| APRIL    | 01 Introduction to SPSS *(4x/1-2:30pm/L1/IAQT/O)*  
07 Conjoint, Discrete Choice & MaxDiff *(1x/11am-1:00pm/L2/IAQT/O)*  
09 Introduction to Factor & Cluster *(4x/11am-12:30pm/L2/IAQT/O)*  
09 Writing for Impact: A Bootcamp for Market Researchers *(4x/1-2:30pm/L1)*  
14 Client Management Skills *(2x/11am-1:00pm/ALL/IAQT/O)*  
15 Secondary Research *(3x/11am-12:30pm/L1/IAQT/O)*  
28 Behavioral Economics *(4x/11am-12:30pm/ALL/IAQT/O)*  
28 Writing Quantitative Research Reports *(4x/1-2:30pm/L2/IAQT/O)* |
| MAY      | 06 SPSS 201 *(4x/11am-1:00pm/L2)*  
07 Open-ended Questions *(3x/11am-12:30pm/L1/IAQT/O)*  
07 Improving Customer Satisfaction *(1x/1-3:00pm/L1)*  
14 Sampling Practicum for Survey Researchers *(3x/1-00pm-2:00pm/L2)* |
| JUNE     | 02 Writing Qualitative Research Reports *(4x/11am-12:30pm/L2/IAQL/O)*  
04 Mobile & Online Qualitative Research Methods *(4x/11am-12:30pm/L2/IAQL/O)* |
| JULY     | 09 Data Visualization 101 *(3x/11am-12:30pm/L1/O)*  
14 Market Research 101 *(4x/1-2:30pm/L1/O)* |
| SUMMER WORKSHOP | August 12 & 13 @ 1:00PM - 3:00PM |
| AUGUST   | 04 Secondary Research *(3x/11am-12:30pm/L1/IAQL/O)*  
12 Conducting Research Interviews *(1x/11am-12:30pm/L1/IAQL/O)*  
13 Quantitative Data Analysis *(4x/11am-12:30pm/L1/IAQT/O)*  
19 Infographics *(4x/1-2:30pm/L1)*  
25 Social Media Research & Sentiment Analysis *(1x/11am-1:00pm/ALL/IAQL/O)* |
| SEPTEMBER | 01 Questionnaire Design Success *(1x/1-3:00pm/L1/IAQT/O)*  
03 Focus Group Project Management *(4x/1-2:30pm/L1/IAQT/O)*  
15 Excel for Market Research Data Analysis *(4x/11am-12:30pm/L1/IAQT/O)*  
15 Questionnaire Design 201 *(4x/1-2:30pm/L2/IAQT/O)*  
17 Data Fluency for Methodology Planning *(3x/11am-12:30pm/L1)*  
23 Market Segmentation *(1x/11am-1:00pm/ALL/IAQT/O)*  
30 Ethnographic Research for Customer Insights *(1x/11am-1:00pm/L1/IAQT/O)*  
30 Conjoint, Discrete Choice & MaxDiff *(1x/1-3:00pm/L2/IAQT/O)* |
| OCTOBER  | 07 Client Management Skills *(2x/11am-1:00pm/ALL/O)*  
08 Writing for Impact: A Bootcamp for Market Researchers *(4x/11am-12:30pm/L1)*  
08 Introduction to Factor & Cluster *(4x/1-2:30pm/L2/IAQT/O)*  
13 Introduction to SPSS *(4x/11am-12:30pm/L1/IAQT/O)*  
13 Open-ended Questions *(3x/1-2:30pm/L1/IAQT/O)*  
21 Behavioral Economics *(4x/1-2:30pm/ALL/O)* |
| NOVEMBER | 03 Mobile & Online Qualitative Research Methods *(4x/1-2:30pm/L2/IAQL/O)*  
05 Writing Quantitative Research Reports *(4x/11am-12:30pm/L2/IAQT/O)*  
05 Sampling Practicum for Survey Researchers *(3x/1-00pm-2:00pm/L2)*  
06 Data Visualization 101 *(3x/11am-12:30pm/L1/O)*  
17 SPSS 201 *(4x/11am-1:00pm/L2)* |
| DECEMBER | 09 Writing Qualitative Research Reports *(4x/1-2:30pm/L2/IAQL/O)*  
10 Improving Customer Satisfaction *(1x/1-3:00pm/L1)* |

Legend: (#x/##/#pm/L/#/IA_)  
# 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.

1 To attend courses in both real-time and on-demand formats, choose the Backstage Pass Full Access. For on-demand formats only, choose the Backstage Pass On-demand. Topics, instructor, & live event dates subject to change. Illness and other unforeseen events may result in rescheduling.

Thanks for being a Research Rockstar! For the most current calendar information, please visit Training.ResearchRockstar.com & for all questions, contact Sales@ResearchRockstar.com, or (877) ROCKS10 ext. 701.