

2022 IPC TRAINING PATHS

Are you an experienced market researcher looking to demonstrate your knowledge or gain a new credential? Or perhaps you're newer to the profession, and want to amp up your skillset and advance your career? In either case, becoming a certified Market Research & Insights Professional can help.

Research Rockstar course bundles allow you to qualify for [Insights Association certifications](#). Consider obtaining your Insights Professional Certification (IPC) credentials using our 2022 training paths below, or use our [IPC Planning Checklist](#) to help you choose. Attend eLearning courses in real-time with expert instructors in our virtual classroom (dates and times specified below) or use our on-demand options for 24/7 flexibility.

IPC TRAINING PATH ¹	CERTIFICATION DESCRIPTION	ELEARNING COURSE TITLE	COURSE SCHEDULE ²
1. Analytics Certificate	Recognizes those with advanced understanding of data analysis, analytic techniques, the use of secondary data, and synthesis.	a. Secondary Research 101: Sources & Techniques	Thursdays, Jan. 27 – Feb. 10 11:00 AM – 12:30 PM
		b. Quantitative Data Analysis for Survey Research	Wednesdays, Feb. 16 – March 9 1:00 – 2:30 PM
		c. Analyzing Survey Data Using SPSS: 101 (optional)	Tuesdays, March 15 – April 5 11:00 AM – 12:30 PM
		d. Conjoint, Discrete Choice & MaxDiff: For Project Managers	Wednesday, April 13 1:00 – 2:30 PM
		e. Factor & Cluster Analysis: Advanced Techniques for Project Managers	Tuesdays, May 3 – May 24 11:00 AM – 12:30 PM
2. Practitioner Certificate	Recognizes those with advanced understanding of research process, design & data identification, and current ethical & legal best practices.	a. Market Research 101	Tuesdays, Jan. 4 – Jan. 25 1:00 – 2:30 PM
		b. Data Fluency for Methodology Planning	Wednesdays, Jan. 26 – Feb. 9 1:00 – 2:30 PM
		c. Ethical & Legal Topics for Market Research Professionals	Wednesdays, July 13 – July 20 11:00 AM – 12:00 PM
3. Qualitative Certificate	Recognizes those with advanced understanding in designing & managing qualitative research and analyzing & reporting qualitative research results.	a. Conducting Research Interviews: Project Design & Management	Wednesday, January 12 1:00 – 2:30 PM
		b. Focus Groups: Project Design & Management	Tuesdays, Feb. 8 – March 1 1:00 – 2:30 PM
		c. Writing Qualitative Research Reports	Wednesdays, March 16 – April 6 1:00 – 2:30 PM
		d. Mobile & Online Qualitative Research Methods	Wednesdays, April 27 – May 18 1:00 – 2:30 PM
4. Quantitative Certificate	Recognizes those with advanced understanding of sampling, quantitative data collection methods, and questionnaire design.	a. Questionnaire Design 101	Thursday, January 20 1:00 -3:00 PM
		b. Quantitative Data Analysis for Survey Research	Wednesdays, Feb. 16 – March 9 1:00 – 2:30 PM
		c. Sampling Methods for Market Research	Thursdays, Feb. 17 – March 3 1:00 AM – 12:00 PM
		d. Questionnaire Design 201: Scale Selection	Thursdays, March 24 – April 14 11:00 AM – 12:30 PM
5. Specialist Certificate	Customizable certificate that recognizes mastery of any three of the thirteen ³ topics in the MRCBOK™ (Market Research Core Body of Knowledge).	a. Data Fluency for Methodology Planning	Wednesdays, Jan. 26 – Feb. 9 1:00 – 2:30 PM
		b. Conducting Global Market Research	Thursdays, March 10 – March 17 1:00-2:00 PM
		c. Mobile & Online Qualitative Research Methods	Wednesdays, April 27 – May 18 1:00-2:30 PM

¹ Must complete all courses specified for each certification and achieve a score of at least 70% on final assessments.

² All times are Eastern.

³ The three (3) courses specified are what we recommended, but we offer other courses that can also count towards the Specialist Certificate.