

JANUARY
04 Market Research 101 (4x/1-2:30pm/LI/O/IPCP) No class MLK Day week*
12 Conducting Research Interviews (1x/1-2:30/LI/O/IAQL/IPCQL)
20 Questionnaire Design 101 (1x/1-3:00pm/LI/O/IAQT/IPCQT)
26 Data Fluency for Methodology Planning (3x/1-2:30pm/L2/IPCP/IPCS)
27 Secondary Research (3x/11am-12:30pm/LI/O/IAQL/IPCA)
FEBRUARY
08 Focus Groups: Project Design & Management (4x/1-2:30pm/ LI/O/IAQL/IPCQL)
16 Quantitative Data Analysis (4x/1-2:30pm/LI/O/IAQT/IPCA/IPCQT/IPCS)
17 Sampling Methods for Market Research (3x/11:00m-12:00pm/L2/IPCQT)
MARCH
15 Analyzing Survey Data Using SPSS: 101 (4x/11am-12:30pm/LI/O/IAQT/IPCA)
16 Writing Qualitative Research Reports (4x/1-2:30pm/L2/O/IAQL/IPCQL)
24 Questionnaire Design 201: Scale Selection (4x/11am-12:30pm/L2/O/IAQT/IPCQT)
APRIL
12 Open-ended Questions (3x/1-2:30pm/LI/O/IAQT)
13 Conjoint, Discrete Choice & MaxDiff: Advanced Techniques (1x/1-3:00pm/L3/O/IAQT/IPCA)
20 Ethnographic Research for Customer Insights (1x/1-3:00pm/LI/O/IAQL)
21 Client Management Skills (2x/1-3:00pm/ALL/O)
27 Mobile & Online Qualitative Research Methods (4x/1-2:30pm/L2/O/IAQL/IPCQL/IPCS)
MAY
03 Factor & Cluster Analysis (4x/11am-12:30pm/L3/O/IAQT/IPCA)
12 Conducting Global Market Research (2x/1-2:00pm/ALL/IPCS)
25 Market Segmentation (1x/1-3:00pm/L2/O/IAQT)
JUNE
02 Writing Quantitative Research Reports (4x/1-2:30pm/L2/O/IAQT)
07 Social Media Research & Sentiment Analysis (1x/11am-1:00pm/ALL/O/IAQL)
08 Improving Customer Satisfaction (1x/11am-1:00pm/L1)
14 Analyzing Survey Data Using SPSS: 201 (4x/11am-12:30pm/L2)
15 Behavioral Economics (4x/1-2:30pm/ALL/O)
30 Data Visualization & Infographic Design for Market Researchers (4x/1-2:30pm/LI)

JULY	
13 Ethical & Legal Topics for Market Research Professionals (2x/11am-12:00pm/ALL/IPCP)	
AUGUST	
SUMMER BREAK: NO CLASSES	
SEPTEMBER	
01 Market Research 101 (4x/1-2:30pm/LI/O/IPCP)	
07 Conducting Research Interviews (1x/1-2:30/LI/O/IAQL/IPCQL)	
09 Questionnaire Design 101 (1x/1-3:00pm/LI/O/IAQT/IPCQT)	
13 Focus Groups: Project Design & Management (4x/11am-12:30pm/ LI/O/IAQL/IPCQL)	
13 Market Segmentation (1x/1-3:00pm/L2/O/IAQT)	
14 Secondary Research (3x/11am-12:30pm/LI/O/IAQL)	
20 Client Management Skills (2x/1-3:00pm/ALL/O)	
29 Data Fluency for Methodology Planning (3x/1-2:30pm/L2/IPCP/IPCS)	
OCTOBER	
04 Social Media Research & Sentiment Analysis (1x/1-2:00pm/ALL/O/IAQL)	
05 Sampling Methods for Market Research (3x/11:00m-12:00pm/L2/IPCQT)	
06 Conducting Global Market Research (2x/1-2:00pm/ALL/IPCS)	
12 Open-ended Questions (3x/1-2:30pm/LI/O/IAQT)	
18 Analyzing Survey Data Using SPSS: 101 (4x/11am-12:30pm/LI/O/IAQT/IPCA)	
20 Ethical & Legal Topics for Market Research Professionals (2x/11am-12:00pm/ALL/IPCP)	
20 Writing Qualitative Research Reports (4x/1-2:30pm/L2/O/IAQL/IPCQL) No class Veterans Day week*	
25 Questionnaire Design 201 (4x/1-2:30pm/L2/O/IAQT/IPCQT)	
26 Data Visualization & Infographic Design for Market Researchers (4x/11am-12:30pm/LI)	
NOVEMBER	
02 Quantitative Data Analysis No class Thanksgiving week* (4x/1-2:30pm/LI/O/IAQT/IPCA/IPCQT/IPCS)	
03 Conjoint, Discrete Choice & MaxDiff: Advanced Techniques (1x/11am-1:00pm/L3/O/IAQT/IPCA)	
17 Factor & Cluster Analysis (4x/11am-12:30pm/L3/O/IAQT/IPCA) No class Thanksgiving week*	
18 Behavioral Economics (4x/1-2:30pm/ALL/O) No class Thanksgiving week*	
29 Writing Quantitative Research Reports (4x/1-2:30pm/L2/O/IAQT)	
30 Improving Customer Satisfaction (1x/11am-1:00pm/L1)	
DECEMBER	
01 Mobile & Online Qualitative Research Methods (4x/1-2:30pm/L2/O/IAQL/IPCQL/IPCS)	
07 Analyzing Survey Data Using SPSS: 201 (4x/11am-12:30pm/L2) No class Christmas week*	
14 Ethnographic Research for Customer Insights (1x/1-3:00pm/LI/O/IAQL)	

Legend: (#x/#-#pm/L#IA/O/IPC)

- #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)
- O Available in Backstage Pass on-demand option.
- IA Insights Association Certificate eligible course (QT = quant, QL = qual)
- IPC Insights Professional Certificate eligible course
- (A = Analytics, P = Practitioner, QL = Qual, QT = Quant, S = Specialist)

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.
*Multi-day courses that overlap with a holiday week skip that week and resume the following week (same weekday and time).

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