INSIGHTS ASSOCIATION
PROFESSIONAL CERTIFICATES
IPC

IPC Planning Checklist

Earning Insights Association Certificates: Use this checklist to choose your IPC Path

Am I Eligible?

Who can apply for IPC status?

- The Insights Association welcomes all IPC candidates
- IA membership is not required
- Applicants must successfully complete qualifying courses
- Have less than 3 years of related work experience? Prepare by also completing Market Research 101

What certificates are available?

The Insights Association has five topic-specific certificates.

- IPC Analytics
- IPC Practitioner
- IPC Qualitative
- IPC Quantitative
- IPC Specialist

Choose 1 or more

How do I choose a topic?

Answer these questions to guide your decision on where to start.

- Which of the 5 topics best aligns with your 2-5 year career plan?
- Which of the topics might help boost your qualifications for an upcoming career move?
- Which topic would your current employer most value (and possibly provide reimbursement)?

Do I have enough time?

Self-paced courses, 24/7 access, 12 months to complete; ~1/month typical.

- Each of the 5 topics varies in breadth, and thus, time to complete the required courses
- The "shortest": 19 hours; The "longest": 28 hours
- Join us for optional instructor-led online Live Events

How do I budget?

Choose your certificate(s), choose your Certificate bundle.

- Qualifying courses are bundled by topic
- Bundles are $825 per student
- Discounts available for teams of 5 or more
- Still not sure? Message us with any questions, or email info@ResearchRockstar.com for a no-pressure training consultation

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For registration details, visit Research Rockstar Training