



A Guide To:

Market Research Learning Options

Market Research professionals have many learning options to choose from, whether seeking to gain new skills or advance existing ones. Options exist that are free or paid, in-person or online, entry-level or advanced, self-directed or instructor-led. Here are some options for your consideration.



1. Free Resources: YouTube and Podcasts

What's better than completely FREE ways to expand your market research knowledge? There are a plethora of YouTube channels and podcasts (besides our own!) that offer great info about the market research industry.

Some of our favorites:

- [Audible Insights](#) from the Insights Association
- [Conversations for Research Rockstars](#) hosted by Kathryn Korostoff
- [Data Gurus](#) hosted by Sima Vasa
- [Digging for Insights](#) hosted by Stephen Griffiths
- [Happy Market Research](#) hosted by Jamin Brazil
- [On the M/A/R/C](#) hosted by Merrill Dubrow



2. Webinars

Market research professional organizations frequently host webinars. Webinars are an excellent way to extend your knowledge in one particular area, even if you only have a few hours of free time.

Organizations that host educational webinars:

- [American Association for Public Opinion Research](#)
- [ESOMAR](#)
- [Insights Association](#)
- [Market Research Society](#)
- [Marketing Research and Intelligence Association](#)
- [Qualitative Research Consultants Association](#)
- [Sawtooth](#)



3. Conferences

Various organizations plan and host conferences for market research professionals. Conferences often include exhibits and educational workshops, and have a duration of one to three days.

Market Research conferences with educational content:

- [AAPOR Annual Conference](#)
- [Insights Association Converge](#)
- [Insights Association CRC](#)
- [The Market Research Event \(TMRE\)](#)
- [QRCA Annual Conference](#)
- [QRCA Worldwide Conference on Qualitative Research](#)
- [The Quirk's Events](#)
- [Pharma Market Research Conference](#)



4. Online Course Sites

Online education platforms provide access to many topics, including those related to market research. While some of these websites offer free courses, most require payment for certifications and exclusive content.

Popular sites for continued education on diverse topics, including market research:

- [Coursera](#)
- [edX](#)
- [FutureLearn](#)
- [Khan Academy](#)
- [LinkedIn Learning](#)
- [Skillshare](#)
- [Udemy](#)



5. Market Research Professional Development & Training

These organizations provide in-person and/or online courses specific to the market research profession.

Popular sites for professional-level education on market research & insights topics:

- [The Burke Institute](#)
- [Research Rockstar](#) (see below for more information!)
- [The RIVA Market Research & Training Institute](#)
- [University of Georgia/Market Research Institute International partnership](#)



6. University Programs

Prefer a Master's degree option? While many graduate degree programs are in-person, some are also online (denoted by *).

Market Research University Programs:

- [DePaul University](#)
- [Michigan State University *](#)
- [Rutgers University](#)
- [Southern Illinois University *](#)
- [University of Connecticut *](#)
- [University of Georgia](#)
- [University of Maryland](#)
- [University of Michigan*](#)
- [University of Nebraska](#)
- [University of Texas](#)
- [University of Wisconsin](#)



Research Rockstar: About Us

Our mission: Research Rockstar is committed to advancing the work, and careers, of Market Research & Insights Professionals. We believe it: inside every Market Researcher is a Research Rockstar.

Research Rockstar offers:

- 25+ Market Research Training Classes in [on-demand](#) and [real-time](#) eLearning formats
- Options to earn [Insights Association Certificates](#)
- [Free articles](#)
- [Conversations for Research Rockstars YouTube channel](#)
- [Rent-A-Researcher Staffing Service](#)

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