

# MARKET RESEARCH INSIGHTS

## Continuing Education Courses



### WHAT:

- Self-paced **Online Market Research Courses**
  - Qualitative
  - Quantitative
- Each course takes approx. 25-40 hours to complete.
- Successful completion of each course provides a **professional certification** in that respective subject and continuing education units (CEUs) from **Seton Hall University**. Completion of both courses earns students a **Comprehensive Market Research Certification**.
- We also offer **Custom Market Research Workshops** that can be tailored to the unique needs of your organization and can be delivered onsite.

### WHO:

Anyone interested in learning more about market research, how to conduct it, and how to leverage data into **insights and actionable recommendations**.

### BENEFITS:

*Gain skills to uncover customer insights, identify opportunities, sharpen critical thinking skills, and make better business decisions.*

### REGISTER/LEARN MORE:

Register for these courses at [www.shu.edu/market-research](http://www.shu.edu/market-research)

### QUESTIONS?:

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