



GRADUATE CERTIFICATE IN MARKET RESEARCH

ONLINE

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WEBSITE:

<https://www.elmhurst.edu/academics/departments/business/programs/market-research-graduate-certificate/>

REQUIRED COURSES:

MBA 583	Principles of Market Research with Strategic Application
MBA 584	Use of Social and Digital Media in Research
MBA 585	Marketing Strategy and Research Practicum, Part 1
MBA 586	Marketing Strategy and Research Practicum, Part 2

The Certificate is offered in our EC Flex format (online, on campus or both) that provides students with in depth knowledge in using social media in research, strategic methods for research application and a thorough practicum to put the information into practice. Note that final two practicum courses require attendance on campus in Elmhurst and at partner client locations in Chicago or suburbs.

TARGET AUDIENCE:

Designed for:

- Professionals in fields such as general marketing, advertising, communications, psychology, etc. who want more specific knowledge of marketing research.
- Those who have/or want to make a career change.
- Those who have a related degree and need a specific focus in market research.

ADMISSION REQUIREMENTS:

An undergraduate degree in marketing or a related field. Applicants must have successfully completed the following prerequisite coursework: Principles of Marketing or a basic marketing course in which they would have been exposed to the “4-Ps” of marketing and a basic course in Statistics. CLC course equivalents include Math 142 and Math 222. Additionally, applicants must have two years of professional work experience as documented on a resume.

The preferred application deadline is July 1. Prospective students may apply online (no fee) at: <https://connect.elmhurst.edu/apply/>

COST:

<https://www.elmhurst.edu/admission/financial-aid/tuition-fees/certificate-program-costs/>

The tuition rate for the 2019-2020 academic year is \$870/semester hour (.25 “course credits”). Total tuition for the graduate certificate at the current rate is \$10,440. Students are required to pay a \$150 technology fee each semester.

APPLICATION PROCEDURE:

Students submit an online application and materials including official transcripts and a current resume. In most cases, the program director will require a personal interview with the applicant before making the admissions

decision. This may be completed on campus, via phone, or Skype. Registration is completed online by the student via the college’s Bluenet system.

ACADEMIC CALENDAR:

New students are accepted every fall semester. The fall, 2019 semester begins Monday, August 26. Students complete two 8-week courses in the fall and spring semesters.

DELIVERY MODE:

The first two courses provide weekly online synchronous sessions which are also archived; students may participate in real time or opt to watch the recordings. The last two courses constitute a practicum and require on-ground attendance. See website for details.

LOCATION(S) OF COURSES:

UCLC/Online, Elmhurst College

TEXTBOOK PURCHASE:

The EC Bookstore (operated by Beck’s Books) currently has the capability to direct ship textbooks to the student’s home or workplace.

TRANSFER HOURS POLICY:

None accepted.

TOTAL HOURS NEEDED:

12 semester hours

FINANCIAL AID INFO:

Student Financial Services Department can be reached at (630) 617-3015 or <https://www.elmhurst.edu/admission/financial-aid/>

SPECIAL CHARACTERISTICS:

Many students complete the MR Certificate as their MBA specialization. Likewise, students can earn the MR Certificate first, and then only need to complete the 6 MBA core courses to earn an Elmhurst MBA.