Hybrid Professional Master's Degree

Market Research and Techniques Management

tech technological university

Hybrid Professional Master's Degree
Market Research and Techniques Management

Course Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 h**

Website: **www.techtitute.com/pk/school-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-market-research-techniques-management**

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01
Introduction

Knowing the market that a company is going to face with the launching of a certain product or service is fundamental to guarantee the success of a project. In addition, having a professional, highly qualified manager, versed in the knowledge of the most effective and innovative marketing techniques and strategies, is also an incentive that will increase the guarantee of achieving the established objectives. For this reason, TECH has considered it necessary to create this program to provide graduates with all the information that will allow them, on the one hand, to specialize in this area, and on the other, to perfect their leadership skills. All this, through a multidisciplinary program that combines theoretical education 100% online with 120 hours of internship in a prestigious company.

You will master the most innovative market techniques and strategies in just 12 months, thanks to this Hybrid Professional Master's Degree that only TECH can offer you"

An exhaustive knowledge of the market, as well as of the public to which a company is going to direct its product or service, is fundamental for any business strategy that seeks maximum profitability based on the optimization of processes such as data collection, conducting interviews, researching the spatial-temporal context in which the action is going to be carried out, etc. All this will favor the launching of personalized campaigns adapted to the client's needs, guaranteeing the achievement of financial objectives and increasing profits.

However, many companies do not have a managerial profile to lead these tasks and, being aware of their importance, they are trying to incorporate highly qualified professionals to their staff who can perform as such. With the aim of allowing graduates to apply for these jobs, TECH has developed this Hybrid Professional Master's Degree in Market Research and Techniques Management.

It is a multidisciplinary program distributed over a whole year and includes not only 1500 hours of the best theoretical and additional material in 100% online format, but also 120 hours of internship in a prestigious international company. Thanks to the course of this program, the graduate will be able to acquire specialized knowledge on Management and competitive business strategies based on the trends of the sector in which the activity will be developed. In addition, they will learn in detail the most innovative and effective qualitative and quantitative techniques that are being used by large entities to position themselves as leaders in their industry.

Therefore, this program is the best option that the specialist will find to adapt their profile to the current labor demand, being able to implement to their resume a diploma endorsed by the prestige and reputation of a great academic center such as TECH.

This **Hybrid Professional Master's Degree in Market Research and Techniques Management** contains the most complete and up-to-date program on the market. Its most outstanding features are:

- Development of more than 100 cases presented by marketing professionals who are experts in the management of projects related to market research
- The graphic, schematic and practical contents with which they are conceived, gather information on those disciplines that are essential for professional practice
- Preparation of structured reports in accordance with current regulations and based on the most effective market research applications
- Exhaustive assessment of action plans in probability and non-probability sampling
- All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments.
- Content that is accessible from any fixed or portable device with an Internet connection
- Furthermore, they will be able to carry out an internship in a leading company in the sector

You will become an expert in strategic management and organizational design through the exhaustive study of the most cutting-edge plans and strategies in the Marketing sector"

A program designed by experts in Marketing and adapted to the most avant-garde pedagogical methodology, so that you don't have to invest extra hours in memorizing.

Guaranteed 150 hours of internship in a large company is one of TECH's ways of demonstrating its commitment to the professional growth of its graduates.

"

An unparalleled opportunity to enhance your leadership skills through in-depth knowledge of competitive positioning of the company"

This Master's program, which has a professionalizing nature and a blended learning modality, is aimed at updating the Marketing professionals who perform their functions in any business area, and who require a high level of qualification. The contents are based on the latest evidence in the sector, and are oriented in a educational way to integrate theoretical knowledge into strategic practice, and the theoretical-practical elements will facilitate the updating of knowledge and will allow decision-making in the management and direction of projects.

Thanks to its multimedia content, developed with the latest educational technology, specialist will benefit from situated and contextual learning, namely, a simulated environment that will provide immersive learning programmed to learn in real situations. This program is designed around Problem-Based Learning, whereby the physician must try to solve the different professional practice situations that arise during the course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

Why Study this Hybrid Professional Master's Degree?

The professional of today and of the future must be more and more up-to-date with the constant updates and new working methods that arise. In the case of a discipline as demanded as Market Research, it is necessary to have a highly qualified profile to be able to apply for the job improvements that are desired in such a competitive and global world. That is why this Hybrid Professional Master's Degree of TECH contains a very complete syllabus that will allow students to update their knowledge in the most effective techniques and tools for qualitative and quantitative data collection.

An exclusive learning opportunity that combines 2 effective learning methods: 100% online Relearning and on-site internship"

1. Updating from the latest technology available

The area of market research has experienced a great advance in recent years. New automated systems based on artificial intelligence allow users to establish much more effective and agile study patterns. Processes have been facilitated and modernized, so the professional must keep up with them. The objective of this program is precisely that the Marketing specialist acquires a new vision of everything that their work environment requires.

2. Gaining In-Depth Knowledge from the Experience of Top Specialists

From the design of the Hybrid Professional Master's Degree, as far as the syllabus and its content are concerned, a number of experts in marketing, market research and project development have been involved, who have invested all their experience in each of the sections. In addition, the internship part in the reference company also has a highly qualified team that will share new methods used in the sector and the student will learn innovative ways to apply market research.

3. Entering first-class corporate environments

Following the same approach of excellence considered for the development of the theoretical part, TECH carefully selects the workplaces for this program. The idea is that the student makes the most of the 3 weeks of study within the company or organizational environment, applying market research effectively with real experts who will indicate the new approach they are looking for.

4. Combining the Best Theory with State-of-the-Art Practice

The innovative way of combining the theoretical and practical aspects of this program provides the student with an enriching and unique experience. There is no other program like this in today's educational market and TECH makes it possible because it understands the needs of today's professional who needs to interact in real work environments to improve their skills and abilities.

5. Expanding the Boundaries of Knowledge

Thanks to TECH's focus on providing differentiation in each of its programs, it does not limit itself to choosing only national companies or institutions, but also international ones, so that students can acquire a different perspective according to their ideals and objectives. Therefore, with this program there are no frontiers for learning. Wherever you are and wherever you want to go, this Hybrid Professional Master's Degree program opens up multiple opportunities.

You will have full practical immersion at the center of your choice"

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Objectives

The current demand for Marketing professionals who master the market techniques and strategies for the launching of successful business campaigns is what has led TECH to design this program. Therefore, the objective of this program is to provide graduates with all the information they need to master this area and to enable them to successfully manage any type of project related to market research and knowledge of the target audience.

Whatever your goals are, TECH will provide you with all the tools at its disposal so that you will be able to overcome each one of them"

General Objective

- This program has been designed with the main objective of providing the graduate with the most exhaustive knowledge about the Management and strategies of companies and organizations, thanks to which they will be able to carry out a successful marketing plan according to their different processes and variabilities. Thanks to this, they will be able to implement in their practice the management of the market and customers through research in the context in which their activity is developed, knowing in detail the most effective qualitative and quantitative techniques. In addition, they will master the analysis and metrics on the Internet, as well as the interpretation of results and their applications in different business projects

🎯 Specific Objectives

- Define the latest trends developments in business management
- Build a plan for the development and improvement of personal and managerial skills
- Develop strategies to carry out decision-making in a complex and unstable environment
- Develop a marketing plan for the company
- Identify the types of market research and know how to apply the most appropriate one for the company
- Know how to identify competitors and create strategies that differentiate between them
- Gain an in-depth knowledge of the main distribution channels
- Acquire management and leadership skills
- Develop a broad and comprehensive knowledge of Data Base Marketing and Relationship Marketing
- Develop the main techniques in market research.
- Be able to define the most appropriate market research technique for each company
- Gain an in-depth knowledge of the main qualitative tools
- Gain an in-depth knowledge of the main quantitative tools
- Master the different types of surveys: personal, telephone and self-administered

- Know the different market segments and analyze which ones should be the focus of each company
- Learn how to design online surveys, as well as the main online survey supports
- Know and apply the main digital tools for market analysis and metrics
- Use Digital Marketing techniques to achieve a good reputation for our company
- Analyze the results obtained and reach conclusions conclusions useful for the company
- Be able to manage and lead research projects

"You will have access to the Virtual Classroom 24 hours a day, so that you can organize this academic experience in a 100% personalized way and based on your availability"

Skills

After completing this Hybrid Professional Master's Degree in Market Research and Techniques Management, the professional will have acquired the necessary skills for a quality and up-to-date practice, based on the most innovative teaching methodology. In addition, they will have managed to adapt their profile to the labor demand of the current market, which will help them not only to increase their chances of finding a job in their sector, but also to apply for prestigious positions in large companies.

If you are looking for a program with which you can improve your skills in a guaranteed way, this theoretical and practical option is perfect for you"

General Skills

- Strategic planning in line with the company's objectives
- Apply technological resources within the framework of the company's corporate strategy.
- Use marketing tools to publicize the company and achieve an online reputation appropriate to the objectives

Maximize your skills in the area of market research and customer management with this exclusive Hybrid Professional Master's Degree of TECH"
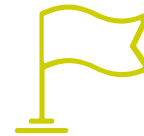
Specific Skills

- Identify the different market segments
- Competitive positioning of the company
- In-depth knowledge of the different types of market research and implementation of the most appropriate ones to meet the company's objectives
- Apply quantitative and qualitative research techniques and qualitative
- Know how to conduct questionnaires and interviews necessary for market research
- Perform an adequate analysis of Internet metrics to obtain the necessary information to direct the company's strategy
- Conduct national and international market research

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Educational Plan

TECH's growing success lies in the creation of programs that are specifically adapted to the academic needs of each graduate. This is possible thanks to the development of specialized programs based on the immediate current situation of the sector in which their activity is developed, in this case Marketing. Thanks to this and to the use of the most avant-garde and effective pedagogical methodology, it is possible to offer highly beneficial education for their professional development, without fixed schedules or on-site classes.

In each unit you will find detailed videos, research articles and additional readings to delve deeper into the concepts you consider most important"

Module 1. Management and Strategy of Companies and Organizations

1.1. General Management
    1.1.1. The Concept of General Management
    1.1.2. The General Manager's Action
    1.1.3. The General Manager and its Functions
    1.1.4. Transforming the Work of Management
1.2. Organisational Design
    1.2.1. Organizational Design Concept
    1.2.2. Organizational structure
    1.2.3. Types of Organizational Designs
1.3. Planning and Strategy
    1.3.1. The Plan in a Strategy
    1.3.2. Strategic Positioning
    1.3.3. Strategy in Companies
    1.3.4. Educational
1.4. Strategic Management
    1.4.1. The Concept of Strategy
    1.4.2. The Process of Strategic Management
    1.4.3. Approaches in Strategic Management
1.5. Corporate Strategy
    1.5.1. The Concept of Corporate Strategy
    1.5.2. Types of Corporate Strategies
    1.5.3. Corporate Strategy Definition Tools
1.6. Digital Strategy
    1.6.1. Technology Strategy and its Impact on Digital Innovation
    1.6.2. Strategic Planning of Information Technologies
    1.6.3. Strategy and The Internet
1.7. Corporate Strategy and Technology Strategy
    1.7.1. Creating Value for Customers and Shareholders
    1.7.2. Strategic IS/IT Decisions
    1.7.3. Corporate Strategy vs. Technology and Digital Strategy

1.8. Competitive Strategy
    1.8.1. The Concept of Competitive Strategy
    1.8.2. Competitive Advantage
    1.8.3. Choosing a Competitive Strategy
    1.8.4. Strategies based on the Strategic Clock Model
    1.8.5. Types of Strategies according to the Industrial Sector Life Cycle
1.9. Investment Valuation
    1.9.1. Assessment of Investments
    1.9.2. Inversions Selection Methods
    1.9.3. Additional Tools for Investment Project Appraisal
1.10. Social Business
    1.10.1. Web 2.0 Strategic Vision and its Challenges
    1.10.2. Convergence Opportunities and ICT Trends
    1.10.3. How to Monetize Web 2.0 and Social Media?
    1.10.4. Mobility and Digital Business

Module 2. Principles of Strategic Marketing

2.1. Fundamentals of Marketing
    2.1.1. The Concept of Marketing
    2.1.2. The Basic Elements of Marketing
    2.1.3. Marketing Activities in Companies
2.2. Marketing Strategy Dimensions
    2.2.1. Marketing Strategies
    2.2.2. Types of Marketing Strategies
2.3. The Function of Strategic Marketing
    2.3.1. The Concept of Marketing Strategic
    2.3.2. Concept of Strategic Marketing Planning
    2.3.3. Stages of the Strategic Marketing Planning Process
2.4. Marketing Digital
    2.4.1. Digital Marketing Concept
    2.4.2. Digital Marketing Strategies

2.5.   Inbound Marketing
    2.5.1.   Effective Inbound Marketing
    2.5.2.   The Benefits of Inbound Marketing
    2.5.3.   Measuring the Success of Inbound Marketing
2.6.   Marketing: From the Idea to the Market
    2.6.1.   The Marketing Process
    2.6.2.   Ideas as Business Opportunities
    2.6.3.   Marketing, a Market Drive
2.7.   Consumer Psychology and Behavior
    2.7.1.   The Study of Consumer Behavior
    2.7.2.   Internal and External Factors Influencing the Consumer
    2.7.3.   Consumer Decision Process
    2.7.4.   Consumerism, Marketing, Ethics and Society
2.8.   Market Segmentation
    2.8.1.   Market Segmentation Concept
    2.8.2.   Utilidad y requisitos de la segmentación
    2.8.3.   Consumer Market Segmentation
    2.8.4.   Industrial Market Segmentation
    2.8.5.   Estrategias de segmentación
    2.8.6.   Segmentation Based on Marketing - Mix Criteria
    2.8.7.   Market Segmentation Methodology
2.9.   Competitive Positioning
    2.9.1.   Positioning Concept on the Market
    2.9.2.   The Positioning Process
2.10.   Marketing Social
    2.10.1.   Marketing Social
    2.10.2.   Socially Responsible Marketing
    2.10.3.   Social Cause Marketing

Module 3. Marketing Processes and Variables

3.1.   Developing the Marketing Plan
    3.1.1.   Marketing Plan Concept
    3.1.2.   Situation Analysis and Diagnosis
    3.1.3.   Strategic Marketing Decisions
    3.1.4.   Operational Marketing Decisions
3.2.   Marketing Mix
    3.2.1.   Marketing - Mix Concept
    3.2.2.   Product Strategies
    3.2.3.   Pricing Strategies
    3.2.4.   Distribution Strategies
    3.2.5.   Communication Strategies
3.3.   Product Management
    3.3.1.   Product Classifications
    3.3.2.   Differentiation
    3.3.3.   Design
    3.3.4.   Luxury
    3.3.5.   Environmental Issues
3.4.   Pricing Principles
    3.4.1.   Introduction to Pricing
    3.4.2.   Stages in Pricing
3.5.   Distribution Channel Management
    3.5.1.   Concept and Functions of Commercial Distribution
    3.5.2.   Design and Management of Distribution Channels
3.6.   Advertising Communication
    3.6.1.   Integrated Marketing Communication
    3.6.2.   Advertising Communication Plan
    3.6.3.   Merchandising as a Communication Technique

3.7.   E-commerce
    3.7.1.   Introduction to E-Commerce
    3.7.2.   Differences between Traditional Commerce and E-Commerce
    3.7.3.   Technological e-Commerce Platforms
3.8.   Marketing Information System
    3.8.1.   The Concept of a Marketing Information System (MIS)
    3.8.2.   Features of an MIS
    3.8.3.   The Information in the MIS
    3.8.4.   Structure of an MIS
3.9.   Marketing Intelligence
    3.9.1.   The Concept of Marketing Intelligence
    3.9.2.   Areas of Marketing Intelligence
    3.9.3.   Surveillance in Marketing Intelligence
    3.9.4.   Panels as Sources of Information for Marketing Intelligence
3.10.   Branding
    3.10.1.   The Brand and Their Functions
    3.10.2.   Branding
    3.10.3.   Brand Architecture

Module 4. Market and Customer Management

4.1.   Marketing Management
    4.1.1.   The Concept of Marketing Management
    4.1.2.   New Trends in Marketing
    4.1.3.   A New Marketplace: Consumer and Business Capabilities
    4.1.4.   Holistic MK Orientation
    4.1.5.   Update on the 4 Ps of Marketing
    4.1.6.   Marketing Management Tasks
4.2.   Relationship Marketing
    4.2.1.   Concept of Marketing Relations
    4.2.2.   The Customer as an Asset of the Company
    4.2.3.   CRM as a Relationship Marketing Tool

4.3.   Data Base Marketing
    4.3.1.   Data Base Marketing Applications
    4.3.2.   Laws and Regulations
    4.3.3.   Information Sources
4.4.   Types of Buying Behavior
    4.4.1.   The Buying Decision Process
    4.4.2.   The Stages in the Buying Process
    4.4.3.   Types of Buying Behavior
    4.4.4.   Features of the Types of Buying Behavior
4.5.   Consumer Centric Marketing
    4.5.1.   Introduction to Consumer Centric Marketing
    4.5.2.   Client Segmentation
    4.5.3.   Marketing Strategies for the Best Customers
4.6.   Logistics and Customers
    4.6.1.   Demand Analysis
    4.6.2.   Demand and Sales Forecast
    4.6.3.   Sales and Operations Planning
4.7.   The Loyalty Process
    4.7.1.   In-depth Knowledge of the Client
    4.7.2.   Loyalty Process
    4.7.3.   The Value of the Customer
4.8.   Knowing the Market and the Consumer
    4.8.1.   Open Innovation
    4.8.2.   Competitive Intelligence
    4.8.3.   Competitive Economy
4.9.   Social Web
    4.9.1.   Organization in the Age of Conversation
    4.9.2.   Web 2.0 is all about People
    4.9.3.   Digital Environment and New Communication Formats
4.10.   Social Media Platforms
    4.10.1.   Generalist, Professional and Microblogging Platforms
    4.10.2.   Video, Image, and Mobility Platforms

Module 5. Introduction to Market Research

5.1. Market Research Fundamentals
    5.1.1. Concept of Marketing Research and Marketing
    5.1.2. Utility of Market Research
    5.1.3. Market Research Ethics
5.2. Applications of Market Research
    5.2.1. The Value of Research for Managers
    5.2.2. Factors in the Decision to Investigate the Market
    5.2.3. Main objectives of Market Research
5.3. Market Research Methods
    5.3.1. Exploratory Research
    5.3.2. Descriptive Research
    5.3.3. Causal Investigations
5.4. Types of Information
    5.4.1. Elaboration: Primary and Secondary
    5.4.2. Qualitative Nature
    5.4.3. Quantitative Nature
5.5. Organization of Market Research
    5.5.1. In-House Market Research Department
    5.5.2. Research Outsourcing
    5.5.3. Decision Factors: Internal Vs. External
5.6. Research Project Management
    5.6.1. Market Research as a Process
    5.6.2. Planning Stages in Market Research
    5.6.3. Stages of Market Research Implementation
    5.6.4. Managing a Research Project
5.7. Desk Studies
    5.7.1. Objectives of Desk Studies
    5.7.2. Sources of Secondary Information
    5.7.3. Results of the Desk Studies

5.8. Field Work
    5.8.1. Obtaining Primary Information
    5.8.2. Organization of Information Gathering
    5.8.3. Interviewer Control
5.9. Online Market Research
    5.9.1. Quantitative Research Tools in Online Markets
    5.9.2. Dynamic Qualitative Customer Research Tools
5.10. The Market Research Proposal
    5.10.1. Objectives and Methodology
    5.10.2. Completion Deadlines
    5.10.3. Budget

Module 6. Qualitative Research Techniques

6.1. Introduction to Qualitative Research
    6.1.1. Objectives of Qualitative Research
    6.1.2. Sources of Qualitative Information
    6.1.3. Characteristics of Qualitative Information
6.2. Group Dynamics
    6.2.1. Concepts and Objectives
    6.2.2. Organization and Implementation
    6.2.3. Group Dynamics Results
6.3. The In-Depth Interview
    6.3.1. Concepts and Objectives
    6.3.2. The In-Depth Interview Process
    6.3.3. Application of the In-Depth Interviews
6.4. Projective Techniques
    6.4.1. Concepts and Objectives
    6.4.2. Main Projective Techniques
6.5. Creativity Techniques
    6.5.1. Concepts and Objectives
    6.5.2. Intuitive techniques: Brainstorming
    6.5.3. Formal techniques: Delphi Method
    6.5.4. Other Creativity Techniques

Module 7. Quantitative Research Techniques
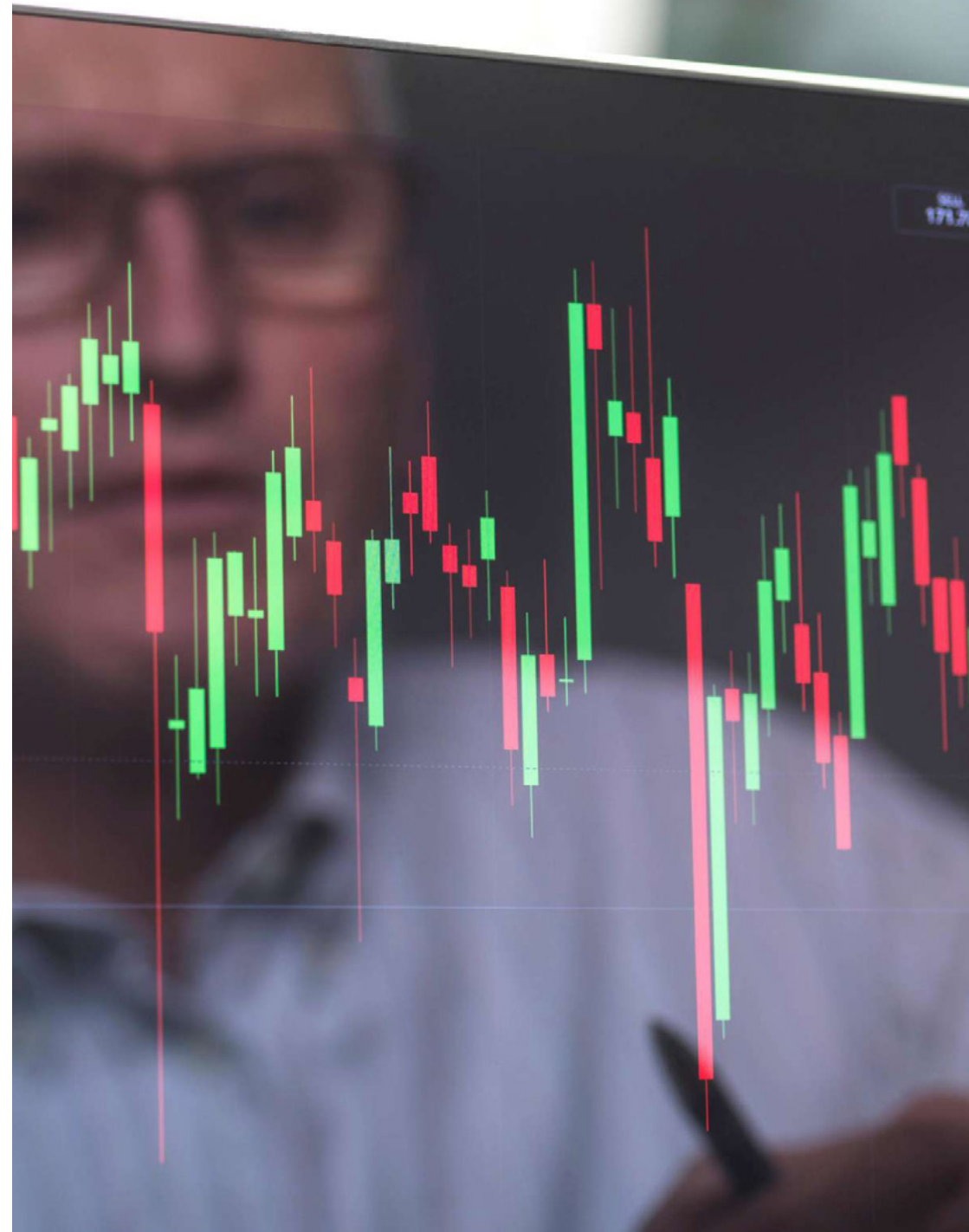
Module 8. Market Research Production

8.1. The Quantitative Questionnaire
- 8.1.1. Concept, Functions and Type I
- 8.1.2. Phases of the Questionnaire Design
- 8.1.3. Structure of the Questionnaire

8.2. Formulation of Questions
- 8.2.1. Types of Questions
- 8.2.2. Hierarchization of Questions
- 8.2.3. Pretest of the Questionnaire

8.3. Scales of Measurement
- 8.3.1. Purpose and Types of Scales
- 8.3.2. Basic, Comparative and Non-Comparative Scales
- 8.3.3. Creation and Evaluation of Scales
- 8.3.4. Standardized Scales

8.4. Internet Questionnaire Design
- 8.4.1. Characteristics of the Online Questionnaire
- 8.4.2. Online Questionnaire Structure
- 8.4.3. Main Online Survey Supports

8.5. Scripts and Qualitative Interviews
- 8.5.1. Concept and Types
- 8.5.2. Structure of Scripts and Interviews
- 8.5.3. Formulation of Questions

8.6. Sampling
- 8.6.1. Sampling Concept and Process
- 8.6.2. Quantitative Sampling Methods
- 8.6.3. Sample Selection in Qualitative Research

8.7. Probability Sampling
- 8.7.1. Simple Sampling
- 8.7.2. Stratified Sampling
- 8.7.3. Cluster Sampling

8.8. Non-probability Sampling
- 8.8.1. Random Route
- 8.8.2. Fees
- 8.8.3. Availability
- 8.8.4. Other Non-Probability Methods

8.9. Sample Size
- 8.9.1. Sample Size Determining Factors
- 8.9.2. Sample Size Calculation
- 8.9.3. Sample Size in Industrial Markets

8.10. Fieldwork Process
- 8.10.1. Interviewer Training
- 8.10.2. Coordination of Information Gathering
- 8.10.3. Evaluation and Incidents

Module 9. Internet Analytics and Metrics

9.1. Information Systems for Decision-Making
- 9.1.1. Business Intelligence
- 9.1.2. Data Warehouse
- 9.1.3. Balanced Scorecard (BSC)

9.2. Web Analysis
- 9.2.1. The Fundamentals of Web Analytics
- 9.2.2. Classic Media vs Digital Media
- 9.2.3. The Web Analyst's Basic Methodology

9.3. Google Analytics
- 9.3.1. Configuring an Account
- 9.3.2. Javascript Tracking API
- 9.3.3. Customized Reports and Segments

9.4. Qualitative Analyses
- 9.4.1. Research Techniques Applied in Web Analytics
- 9.4.2. Customer Journey
- 9.4.3. Purchase Funnel

Module 10. Analysis of Results and Market Research Applications

10.1.   Information Analysis Plan
    10.1.1.   Data Preparation
    10.1.2.   Stages of the Analysis Plan
    10.1.3.   Outline of the Analysis Plan
10.2.   Descriptive Analysis of Information
    10.2.1.   Concept of Descriptive Analysis
    10.2.2.   Types of Descriptive Analysis
    10.2.3.   Statistical Programs in Descriptive Analysis
10.3.   Bivariate Analysis
    10.3.1.   Hypothesis Contrast
    10.3.2.   Types of Bivariate Analysis
    10.3.3.   Statistical Programs in Bivariate Analysis
10.4.   Multivariate Dependency Analysis
    10.4.1.   Concept and Characteristics
    10.4.2.   Types of Multivariate Dependency Analyses
10.5.   Multivariate Analysis of Interdependence
    10.5.1.   Concept and Characteristics
    10.5.2.   Types of Multivariate Interdependence Analyses
10.6.   Market Research Findings
    10.6.1.   Differentiation of Information Analysis
    10.6.2.   Joint Interpretation of Information
    10.6.3.   Application of the Conclusions to the Object of the Research
10.7.   Creating a Report
    10.7.1.   Concept, Utility and Types
    10.7.2.   Structure of the Report
    10.7.3.   Editorial Standards

10.8.   International Market Research
    10.8.1.   Introduction to International Market Research
    10.8.2.   International Market Research Process
    10.8.3.   The Importance of Secondary Sources in International Research
10.9.   Feasibility Studies
    10.9.1.   Obtaining Information on Purchasing Behavior and Motives
    10.9.2.   Analysis and Evaluation of the Competitive Offer
    10.9.3.   Market Structure and Potential
    10.9.4.   Purchase Intention
    10.9.5.   Feasibility Results
10.10.   Voting Intention Studies
    10.10.1.   Pre-Election Studies
    10.10.2.   Exit Polls
    10.10.3.   Vote Estimates

You will know in detail the current applications of qualitative market research and will be able to make decisions based on solid and current arguments"

Clinical Internship

At the end of the program, the graduate will have access to 120 hours of internship in a prestigious center, time that can be used to develop their skills by working with a team of professionals versed in market research. Thanks to this, they will be able to apply what they have learned during the theoretical phase of the program, consolidating their knowledge and guaranteeing a more solid professional development.

You will have access to the most sophisticated and innovative tools for planning Marketing strategies, both digital and traditional"

When TECH and its team of experts decide to undertake this program, they do so thinking of providing the graduate with another opportunity to continue growing professionally, while expanding their future possibilities. Therefore, this time they have decided to create an eminently practical experience in a prestigious center, developed over 3 weeks and distributed in 120 hours, in which the student must go to the company from Monday to Friday in 8-hour consecutive shifts.

In this training proposal, the activities are aimed at developing and perfecting the skills necessary to provide activities related to the management of market research and techniques, and are oriented towards specific expertise for practicing the profession, with highly professional performance.

It is, therefore, a unique and unparalleled opportunity to work on improving your skills and aptitudes with a team of experts who will ensure that you acquire the broadest and most specialized knowledge possible. Therefore, you will be able to improve your professional profile and implement the most effective and innovative management strategies in your practice, adapting your qualities to the current demands of the business sector.

The practical teaching will be carried out with the active participation of the student performing the activities and procedures of each area of knowledge (learning to learn and learning to do), with the accompaniment and guidance of teachers and other fellow trainees that facilitate teamwork and multidisciplinary integration as transversal competencies for the practice of the Market Research and Techniques Management (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

This program places special emphasis on the mastery of Internet analytics and metrics, in order to keep them up-to-date with the latest developments in digital marketing and its future applications"

Module	Practical Activity
Management and Strategy of Companies and Organizations	Plan the strategy and organizational design of a market research environment
	Apply corporate and technological strategies to improve team workflows
	Plan Digital Marketing and Inbound Marketing strategies
	Develop a Marketing Mix plan involving product, price, distribution, and communication
	Implement an advertising communication plan that integrates marketing or Merchandising elements as a promotional tool
	Reinforce the company's Branding through various actions focused on market analysis
Market and Customer Management	Manage a marketing database of market and customer information
	Organize comprehensive market research, based on objectives and key drivers
	Execute a market research plan with objectives, timelines and a set budget
	Perform Brainstorming and other creative techniques to assess in the key of qualitative research
	Apply NeuroMarketing techniques to day-to-day planning
	Conduct surveys using different media for data collection
Market Research Production	Design surveys to collect and research markets on the Internet
	Conduct sampling, differentiating between probability and non-probability samples
	Analyze the script and type of interview to be used according to the research to be carried out
	Create briefings with visualized data that highlight the pursued objectives
	Manage social media and Web 2.0 platforms as another element of the market research and study plan
	Elaborate product tests and market tests applied to Quantitative Research
Analysis of Results and Market Research Applications	Manage the digital analytics of Google Analytics, configuring the account and creating custom reports
	Analyze key digital metrics to guide objectives and measure KPIs
	Analyze results of different studies with bivariate and multivariate methods of dependence and interdependence
	Prepare a report of the results based on the research carried out
	Manage feasibility studies in specific markets

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.

General Conditions for Practical Training

The general terms and conditions of the internship program agreement shall be as follows:

1. TUTOR: During the Hybrid Professional Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

3. ABSENCE: If the students does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. DOS NOT INCLUDE: The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

Where Can I Do the Internship?

For this internship period, TECH has selected a large company, not only characterized by its international prestige, but also by its professional quality, endorsed by the opinion of tens of thousands of clients. In this way, the graduate will be able to work and develop professionally in an entity that will guarantee active participation in the projects that are being managed during this period, as well as the use of the most innovative tools in the sector.

An internship tutor will make sure that your stay is as productive as possible, allowing you to get the most out of your 120 hours"

The student will be able to complete the internship of this Hybrid Professional Master's Degree at the following
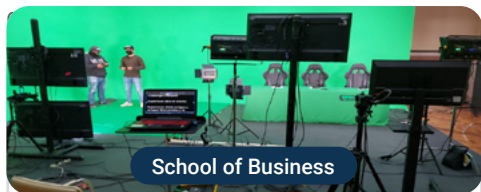
Gaming Partners

School of Business

Country	City
Mexico	Mexico City

Address: Poniente 75 Col. 16 de septiembre Alcaldía Miguel Hidalgo

Company specialized in gaming marketing and videogame development

Related internship programs:
- People Management
- Sales and Marketing Management
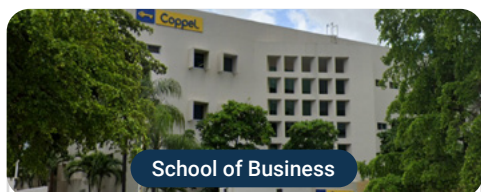
Coppel

School of Business

Country	City
Mexico	Sinaloa

Address: República 2855 Los Alamos, Col. Recursos Hidráulicos 80105 Culiacán Rosales, Sinaloa

Company specialized in financial and advisory services

Related internship programs:
- MBA in Digital Marketing
- Graphic Design

Grupo Fórmula

School of Business

Country	City
Mexico	Mexico City

Address: Cda. San Isidro 44, Reforma Soc, Miguel Hidalgo, 11650 Ciudad de México, CDMX

Leading company in multimedia communication and content generation

Related internship programs:
- Graphic Design
- People Management

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School of Business

Web Experto

Country	City
Argentina	Santa Fe

Address: Lamadrid 470 Nave 1 1º piso Oficina 17, Rosario, Santa Fe

Digital Management and Web Orientation Company

Related internship programs:
- Sales and Marketing Management
- MBA in Digital Marketing

" *Take advantage of this opportunity to surround yourself with expert professionals and learn from their work methodology"*

08
Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

" *At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*

This program prepares you to face business challenges in uncertain environments and achieve business success.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

> *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

Relearning Methodology

TECH effectively balances the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH, you will learn using a cutting-edge methodology designed to prepare the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence
02 relearning from evidence
03 testing
04 learning from an expert
05 neurocognitive context dependent learning
06 Von-Restorff effect
07 case based learning through storytelling
08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we balance each of these elements concentrically. With this methodology, we have prepared more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then adapted in audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high-quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Management Skills Exercises

They will carry out activities to develop specific executive skills in each thematic field. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

3%

30%

15%

4%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically assess and re-assess students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Certificate

The Hybrid Professional Master's Degree in Market Research and Techniques Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree diploma issued by TECH Technological University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Hybrid Professional Master's Degree in Market Research and Techniques Management** contains the most complete and up-to-date program in the professional and academic landscape.

After the student has passed the evaluations, they will receive their corresponding TECH Hybrid Professional Master's Degree Diploma issued by TECH Technological University via tracked delivery.

In addition to the certificate, students will be able to obtain an academic transcript, as well as a certificate outlining the contents program. In order to do so, students , should contact their academic advisor, who will provide them with all the necessary information.
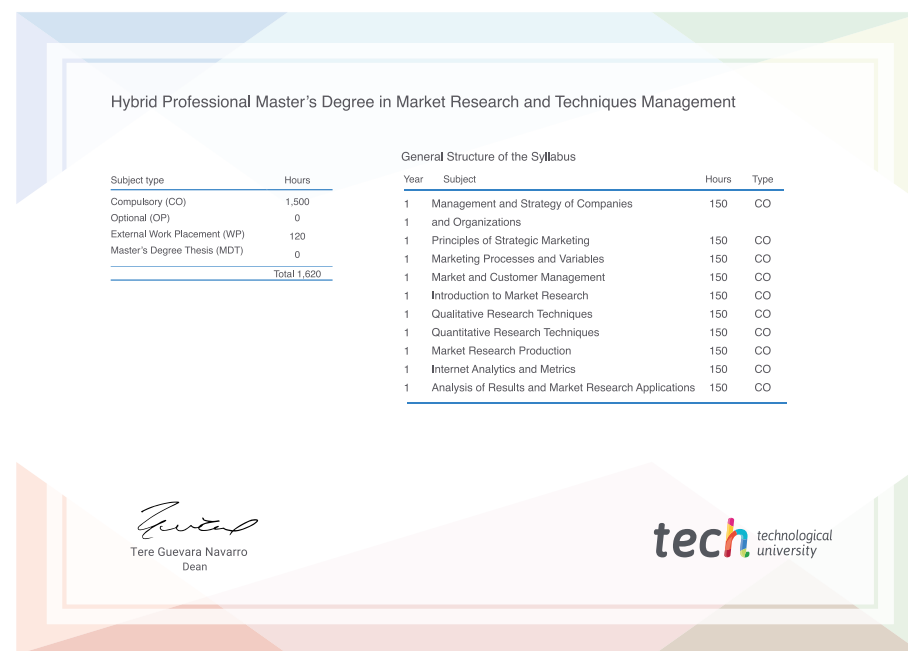
Title: **Hybrid Professional Master's Degree in Market Research and Techniques Management**

Course Modality: **Hybrid (Online + Internship)**

Duration: **12 months.**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 h.**

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tech technological university

Awards the following
CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having successfully passed and accredited the following program

HYBRID PROFESSIONAL MASTER'S DEGREE
in
Market Research and Techniques Management

This is a qualification awarded by this University, with a duration of 1,620 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Hybrid Professional Master's Degree in Market Research and Techniques Management

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	120
Master's Degree Thesis (MDT)	0
Total 1,620	

General Structure of the Syllabus

Year	Subject	Hours	Type
1	Management and Strategy of Companies and Organizations	150	CO
1	Principles of Strategic Marketing	150	CO
1	Marketing Processes and Variables	150	CO
1	Market and Customer Management	150	CO
1	Introduction to Market Research	150	CO
1	Qualitative Research Techniques	150	CO
1	Quantitative Research Techniques	150	CO
1	Market Research Production	150	CO
1	Internet Analytics and Metrics	150	CO
1	Analysis of Results and Market Research Applications	150	CO

Tere Guevara Navarro
Dean

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*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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Hybrid Professional Master's Degree
Market Research and
Techniques Management

Course Modality: **Hybrid (Online + Internship)**
Duration: **12 months.**
Certificate: **TECH Technological University**
Teaching Hours: **1,620 hours.**

Hybrid Professional Master's Degree

Market Research and Techniques Management

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