

Internship Program

Market Research and Techniques Management





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university

Internship Program
Market Research and Techniques Management

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01 Introduction

Business success lies, on most occasions, in the exhaustive knowledge of the market in which the entity's activity is going to be carried out. Knowing the characteristics of the target audience and the context can make the difference between a project with great results and one that fails to achieve even its lowest objectives. For this reason, the managerial profile of the professional who masters research and market recognition techniques has become one of the most demanded by entities of all kinds, which is why TECH has considered it necessary to offer this eminently practical program through which the graduate can perfect their skills in a real environment and acquire the leadership skills of an expert in the sector.

“

Develop your full potential during 3 weeks in a business environment with great experts in Market Research”





A discipline so important for the success of the company must be studied every day to verify new opportunities and edges, which contribute to the achievement of objectives. Market research allows to define the paths to follow in the business journey without wasting time or resources. Being precise and effective is possible thanks to the application of scientific and measurable methods that determine accurate results to make decisions before new projects or reconfiguration of the same.

TECH, always at the forefront of higher education, has designed this innovative learning space where students will be able to assess the advantages of developing their career as a Market Research and Techniques Management, a highly demanded profile in today's labor market.

It is an experience developed over 3 weeks in which the student will become part of a company of great prestige on the international scene. Thanks to this, they will be able to work side by side with the professionals of the industry, as well as actively participate in the different projects that are being developed during this period. In this way, the student will not only be able to implement the most avant-garde and effective techniques in their practice, but will also be able to demonstrate their skills by completing 150 hours of internship.

02

Why Study an Internship Program?

Market research is relevant before and during the development of a business project, since knowing who your consumers are in depth, their behaviors and habits of use, new trends and needs, you will be able to develop products that satisfy all the desires of your consumers. This program designed by TECH precisely meets the need of every professional who wishes to expand their profession in the area of research and application of marketing techniques. Therefore, it contains a 100% practical syllabus for you to develop different activities in a modern business environment, in a direct way. During 3 intensive weeks, students will be integrated into a multidisciplinary work team, in an international or national business environment, where they will gain new mastery of advanced tools and ways of professional improvement.



This unique program with practical content will allow you to apply market research techniques in a modern organizational environment, as well as to design proposals in accordance with the experience presented”

1. Updating from the latest technology available

The appearance of the Internet opened up the possibility of massively collecting and analyzing data, which made market research more complex. But at the same time, it became an opportunity to establish more precise guidelines, thanks to the advanced systems that emerged. Therefore, with this Internship Program the student will evidence this reality and will be able to master each task effectively in order to apply it in their work environment efficiently.

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

The large team of professionals that will accompany the specialist throughout the internship provides a first-class endorsement and a guarantee of unprecedented updating. With a specifically designated tutor, the student will be able to see real patients in a state-of-the-art environment, which will allow them to incorporate the most effective procedures and cutting-edge market research procedures and techniques into their daily practice.

3. Entering first-class corporate environments

TECH carefully selects all available centers for Internship Programs. Thanks to this, the specialist will have guaranteed access to a modern working environment in terms of market research. Experts in the area will share this experience and will be an essential part of the learning you will obtain.



4. Putting the acquired knowledge into daily practice from the very first moment

This program has been created so that the student can apply their knowledge from the very first moment in order to make the most of the 3 weeks of the Internship Program. For this reason, a set of activities have been designed according to the function of their role so that they can direct actions to improve their professional profile, thanks to the accompaniment of an assigned tutor.

5. Expanding the Boundaries of Knowledge

TECH offers the possibility of doing this Internship Program, not only in national, but also in international centers. In this way, the specialist will be able to expand their boundaries and keep up to date with the best professionals, who practice in first class business environments and on different continents. A unique opportunity that only TECH could offer.



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

03 Objectives

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..



General Objectives

- ♦ Master the latest techniques, modern scientific postulates and application of cutting-edge technologies in market research processes
- ♦ Incorporate into daily work the methods, approaches and metrics analysis necessary to verify the effectiveness of the strategies implemented in terms of Marketing and communication
- ♦ Know the specific approach and common cases that occur in the market research environment and the application of advanced communication techniques
- ♦ Manage the most effective tools implemented in a modern business environment to establish market research guidelines





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
- ◆ Develop the main techniques in market research
- ◆ Be able to define the most appropriate market research technique for our company
- ◆ Know and apply the main digital tools for market analysis and metrics
- ◆ In-depth knowledge of the main quantitative and qualitative tools for this type of research
- ◆ Acquire management and leadership skills
- ◆ Knowing the different market segments and analyzing which ones the company should focus on
- ◆ Know how to identify competitors and create strategies that differentiate between them
- ◆ Use Marketing techniques to achieve a good reputation for the company
- ◆ Be able to manage and lead research projects
- ◆ Know how to carry out field work
- ◆ Analyze the results obtained and reach conclusions conclusions useful for the company

04 Educational Plan

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 Internship Program 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:



Receive specialized education in an company that can offer you all these possibilities, with an innovative academic program and a human team that will help you develop your full potential"



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

05

Where Can I Do the Internship Program?

For its programs, TECH puts the companies that apply to it through a demanding and exhaustive quality control, with which it is possible to determine whether the entity can guarantee a totally rewarding and satisfactory experience from the point of view of professional development for the graduate. Therefore, the centers chosen are part of the excellence in their sector, and will allow the student to work on the improvement of their skills through active participation in the projects that are being developed during their internship.

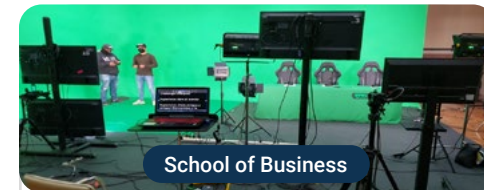
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You are just a few weeks away from achieving excellence through active work in a renowned company with a team of professionals versed in market research and techniques management”





The student will be able to do this program at the following centers:



Gaming Partners

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

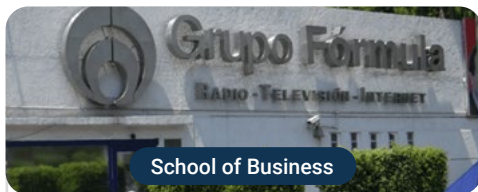
Country	City
Mexico	Sinaloa

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

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





School of Business

Web Experto

Country	City
Argentina	Santa Fe

Address: Lamadrid 470 Nave 1 1° 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”

06

General Conditions

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 educational entity undertakes to take out civil liability insurance to cover any eventuality that may arise during the internship during the stay at the internship 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 of the Internship Program

Le condizioni generali dell'accordo di tirocinio per il programma sono le seguenti:

1. TUTORIAL: durante il Tirocinio agli studenti verranno assegnati due tutor che li seguiranno durante tutto il percorso, risolvendo eventuali dubbi e domande che potrebbero sorgere. Da un lato, lo studente disporrà di un tutor professionale appartenente al centro di inserimento lavorativo che lo guiderà e lo supporterà in ogni momento. Dall'altro lato, lo studente disporrà anche un tutor accademico che avrà il compito di coordinare e aiutare lo studente durante l'intero processo, risolvendo i dubbi e aiutando a risolvere qualsiasi problema durante l'intero percorso. In questo modo, il professionista sarà accompagnato in ogni momento e potrà risolvere tutti gli eventuali dubbi, sia di natura pratica che accademica..

2. DURATION: il programma del tirocinio avrà una durata di tre settimane consecutive di preparazione pratica, distribuite in giornate di 8 ore lavorative, per cinque giorni alla settimana. I giorni di frequenza e l'orario saranno di competenza del centro, che informerà debitamente e preventivamente il professionista, con un sufficiente anticipo per facilitarne l'organizzazione.

3. NON-ATTENDANCE: in caso di mancata presentazione il giorno di inizio del Tirocinio, lo studente perderà il diritto allo stesso senza possibilità di rimborso o di modifica di date. L'assenza per più di due giorni senza un giustificato motivo/ certificato medico comporterà la rinuncia dello studente al tirocinio e, pertanto, la relativa automatica cessazione. In caso di ulteriori problemi durante lo svolgimento del tirocinio, essi dovranno essere debitamente e urgentemente segnalati al tutor accademico.

4. CERTIFICATION: Professionals who pass the Internship Program will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: The Internship Program shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Internship Program. 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. DOES NOT INCLUDE: The Internship Program 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.

07 Certificate

This private qualification will allow you to obtain a **Internship Program in Market Research and Techniques Management** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Internship Program in Market Research and Techniques Management**

Duration: **3 weeks**

Course Modality: **Monday to Friday, 8-hour consecutive shifts**

Accreditation: **4 ECTS**





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