

Postgraduate Certificate Market Research Methodologies





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- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: graduates who want to delve deeper and update their knowledge in accounting with the latest approved regulations and with an international and complex vision of accounting statements

Website: www.techtitute.com/us/school-of-business/postgraduate-certificate/market-research-methodologies

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01 Welcome

The purchase and sale of companies is a part of the economic activity that today has emerged strongly as a vehicle for business growth, especially through investment banking. Therefore, having the necessary knowledge to assess the value of a company is of vital importance for professionals in the financial-accounting area.

One of the main objectives of TECH's Market Research Methodologies program is to foster your personal and professional growth. Help to achieve success.



Postgraduate Certificate in Market Research Methodologies.
TECH Global University



“

The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practicing active listening and being self-critical of their work”

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success”

At TECH Global University



Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000

executives prepared each year

+200

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Global University community.

We give you the opportunity to study with a team of world-renowned teachers.

04 Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new competencies and skills that will be essential in the student's professional development. After the program, they will be equipped to make global decisions with an innovative perspective and an international vision.



“

One of our fundamental objectives is to help you develop the essential skills to strategically manage your company's commercial activity”

TECH makes the goals of their students their own goals too.
Working together to achieve them.

The **Postgraduate Certificate in Market Research Methodologies** will teach the student to:

01

Analyze business operations to make decisions
and measure results

02

Value companies from a financial-accounting
point of view



No.	Marketing Budget	Categories	Unit	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16
10480	Benefits	1-Personal	0	12,034	13,565	10,674	13,095	16,392	12,357	20,775
35246	Payroll taxes	1-Personal	0	345	347	154	1,953	374	534	764
76745	Salaries	1-Personal	0	521	434	178	519	1,850	543	1,632
76023	Commissions and bonuses	1-Personal	0	0	2,300	189	90	23	456	246
23674	Personnel Total	1-Personal	0	12,900	16,646	11,195	15,657	18,639	13,890	25,326
14678	Web Research	2-Marketing	1	6,000	2,300	5,000	1,500	1,200	1,266	1,500
12667	Independent Research	2-Marketing	0	8,200	4,900	3,000	2,100	900	1,266	1,500
96643	Firm Research Fees	2-Marketing	0	16,200	12,620	10,000	8,000	-	4,500	6,800
17695	Market Research Total	2-Marketing	0	1,239	190	1,245	432	134	5,312	10,252
84015	Promotions	3-Commu	0	522	431	573	323	612	357	2,466
75321	Branding	3-Commu	0	-	-	10,430	14,093	12,890	453	365
96235	Web Advertising	3-Commu	4	-	532	156	1,090	234	425	24,890
32564	Direct Marketing	4-Other	0	12,662	19,330	12,416	16,505	13,904	15,136	236
68506	Newspaper Advertising	4-Other	0	19,300	15,333	15,000	15,890	12,009	15,136	865
06342	Communication Total	4-Other	2	400	150	155	200	120	1,367	28,812
89063	Travel	4-Other	0	683	100	100	200	120	145	247
07421	Phone	1-Personal	0	20,583	16,136	15,611	16,525	746	100	500
95012	Computer/Office Equipment	1-Personal	0	12,034	13,565	10,674	13,095	13,375	462	678
24601	Postage	1-Personal	0	345	347	154	1,953	374	2,074	1,632
35151	Other Total	1-Personal	0	521	434	178	519	1,850	543	1,632
10480	Benefits	2-Marketing	2	0	2,300	189	90	23	456	764
35246	Payroll taxes	2-Marketing	2	0	6,000	11,195	15,657	18,639	13,890	246
76745	Salaries	2-Marketing	1	2,000	2,300	5,000	1,500	1,200	1,266	1,500
76023	Commissions and bonuses	2-Marketing	0	0	5,420	3,000	2,100	900	1,266	1,500
23674	Personnel Total	2-Marketing	0	0	0	0	0	0	580	4,252
14678	Web Research	2-Marketing	0	0	0	0	0	0	0	0
12667	Independent Research	2-Marketing	0	0	0	0	0	0	0	0

03

Analyze and select from among the different financial products on the market to conduct successful investment strategies and improve cash surplus profitability

04

Analyze the different types of risks the company is subject to and learn the instruments and mechanisms used in corporate management departments to measure, evaluate and hedge them by using derivative assets

05

Structure and Content

The Postgraduate Certificate in Market Research Methodologies is a tailor-made program that is delivered in a 100% online format so that you can choose the time and place that best suits your availability, timetable and interests.

A 6-week program that is intended to be a unique and stimulating experience that will lay the foundation for your success as an accounting manager.



“

What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this one, believe us...”

Syllabus

The Postgraduate Certificate in Market Research Methodologies of TECH Global University is an intensive program that prepares the professional to face challenges and business decisions at the accounting level, both nationally and internationally. Its main objective is to promote your personal and professional growth, helping you to achieve career success.

If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

The content of the Postgraduate Certificate in Market Research Methodologies is designed to promote the development of administrative skills that enable more thorough decision-making in uncertain environments.

Throughout 180 hours of education, the student will analyze a multitude of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate focuses on all areas of the company and is designed to prepare managers who understand accounting management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement and that prepares them to achieve excellence in the field of business management and administration. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This Postgraduate Certificate is developed over 6 weeks and is divided into 1 module:

Module 1

Business Combinations and Business Assessment



Where, When and How is it Taught?

TECH offers the possibility to study this Postgraduate Certificate in Market Research Methodologies completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Business Combinations and Business Assessment

1.1. Strategic Rationale for the Acquisition and Assessment of a Company

- 1.1.1. Reasons for Valuing a Company: The Buy-Sell Process as a Growth Tool
- 1.1.2. Leveraged Financing: Capital Risk (Venture Capital, Private Equity, Family Offices)
- 1.1.3. Transaction Types, Buy Out: LBO, MBO, MBI and BIMBO
- 1.1.4. Key Aspects in Mergers and Acquisitions Processes
- 1.1.5. New Forms of Private Equity Investment, Crowdfunding

1.2. Market Assessment Methodology

- 1.2.1. Valuation Multiples of Listed Companies
- 1.2.2. Valuation Multiples of Private Transactions vs. Listed Markets: The Illiquidity Premium
- 1.2.3. Analytical Formulas for Multiples
- 1.2.4. Case Studies

1.3. Discounted Cash Flow (DCF) Methodology

- 1.3.1. Discounted Free Cash Flow Methodology
- 1.3.2. Free Cash Flow
- 1.3.3. Net Investment Rate (NIR)
- 1.3.4. Residual Value
- 1.3.5. Discount Rate, Weighted Average Cost of Capital (WACC)
- 1.3.6. Company Value
- 1.3.7. Calculating Net Financial Debt, Contingent Liabilities and Share Value
- 1.3.8. Case Studies

1.4. A Closer Look: Modeling of the Company to Be Appraised

- 1.4.1. Accounting Information Analysis, Trend Calculation: Tac's and Averages: Identifying Value Drivers
- 1.4.2. Revenue Projections by Business Line, Direct and Indirect costs
- 1.4.3. Projections of Ebitda, Based on Historical Data, Market Trends and the Company's Strategic Plan
- 1.4.4. Depreciation Scenarios and Investment Needs
- 1.4.5. Calculating the Historical Average Maturity Period
- 1.4.6. Calculating Necessary Working Capital
- 1.4.7. Free Cash Flow, Debt Cash Flow and Shareholder Cash Flow
- 1.4.8. Balance Sheet Projections

1.5. Analysis and Inclusion of Risk in Sale and Purchase Transactions

- 1.5.1. A More Comprehensive View of the Weighted Average Cost of Capital
- 1.5.2. The Cost of Borrowed Capital
- 1.5.3. The Cost of In-House Resources, Dividend Methodology
- 1.5.4. CAPM to Calculate Cost of Capital for Listed Companies
- 1.5.5. Calculating Beta for Unlisted Companies from Listed Company Data
- 1.5.6. CAPM for Unlisted Companies: Size Premiums and Illiquidity Premiums
- 1.5.7. Case Studies

1.6. Uncertainty and Risk, the Inclusion of Randomness

- 1.6.1. Scenario Creation, Calculation and Using Volatility to Create Value Intervals
- 1.6.2. Montecarlo Simulations
- 1.6.3. Sensitivity Analysis
- 1.6.4. Price vs. Value: The Value of Synergies: Risk Reduction through Payment Method
- 1.6.5. Case Studies

1.7. Two Solved Integrated Case Studies

- 1.7.1. Valuation of a Company in the Service Sector
- 1.7.2. Valuation of a Production Company

1.8. Other Assessment Methodology

- 1.8.1. Equity Methodology
- 1.8.2. EVA Methodology

1.9. Business Combinations in Financial Statements

- 1.9.1. IFRS 3, IFRS 13, NIC 38
- 1.9.2. The Goodwill
- 1.9.3. Recognition of Other Intangible Assets

1.10. Valuation of Intangible Assets

- 1.10.1. The Brand as a Leading Intangible Asset, Other Intangible Assets that Constitute the Value of a Company: The Multi-Period Excess Profit Method
- 1.10.2. Methods to Calculate Brand Value
 - 1.10.2.1. The Royalty Method
 - 1.10.2.2. The Interbrand Method



“

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap”

06

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 combines 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 train 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.



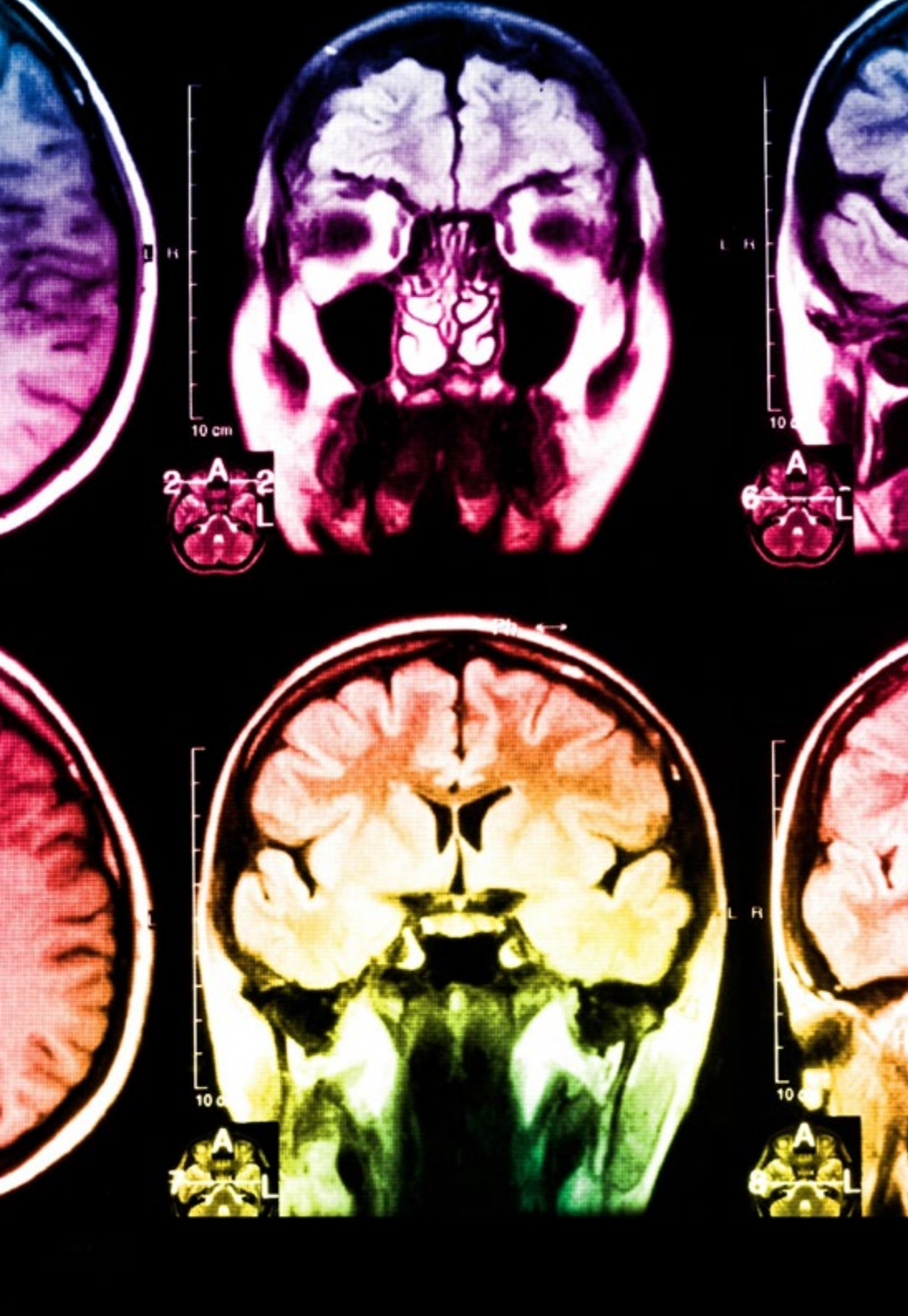
In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained 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 applied to the 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 competencies in each thematic area. 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.





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



07

Our Students' Profiles

The Postgraduate Certificate in Market Research Methodologies is a program aimed at business professionals who want to update their knowledge, discover new ways of managing the supply chain and advance their professional career.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.





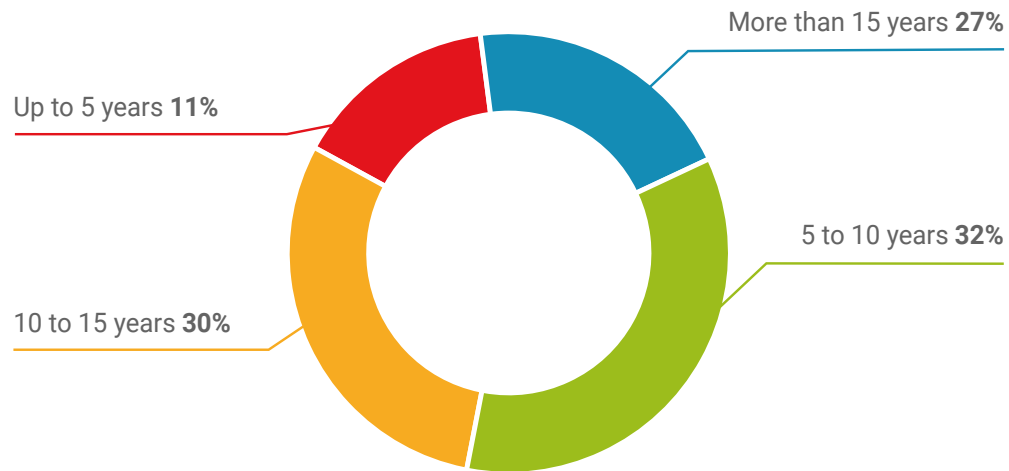
“

If you have experience in the financial sector and are looking for an interesting career boost while continuing to work, then this is the program for you”

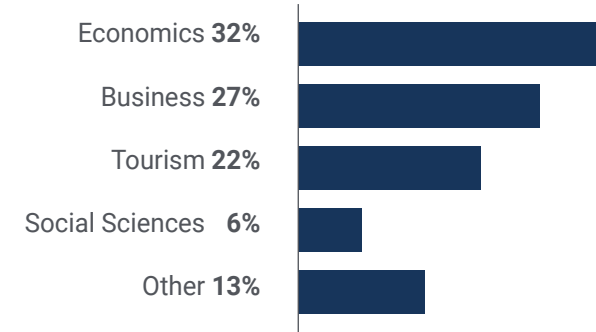
Average Age

Between **35** and **45** Years Old

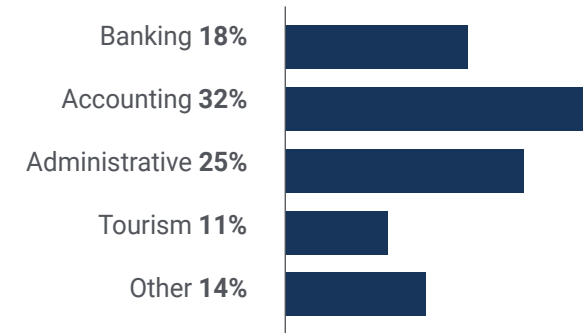
Years of Experience



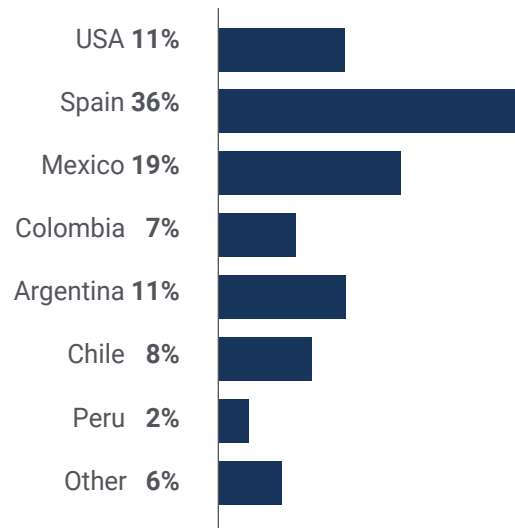
Training



Educational Profile



Geographical Distribution



Carolina Guzmán

Accounting Manager

"Thanks to this program I have been able to increase my training in market research methodologies. Undoubtedly, the quality of the contents and the teaching staff has been a plus to continue this course and finish it successfully. If you are looking for quality and specific expertise, look no further. At TECH you will find everything you need"

08

Course Management

The program includes in its teaching staff reference experts in Marketing Research Methodologies, who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for students. Therefore, the faculty will provide students with the most innovative and powerful content, which will help them to become successful managers in accounting.



“

Our experienced teaching team will present you with the latest accounting information”

Management



Dr. Pérez Estébanez, Raquel

- ◆ PhD in Economics and Business Administration
- ◆ Associate Professor at the Complutense University of Madrid. Since 2016
- ◆ Author of several publications

Professors

Ms. Bolinaga, Sara

- ◆ Practicing attorney, admitted to the School of Lawyers of Madrid
- ◆ Double degree in Law and Business Administration, Complutense University of Madrid (UCM) 2009-2015
- ◆ Master's Degree in Financial Economic Management from the Distance University of Madrid (UDIMA). 2018-2019
- ◆ Auditing and Accounting Technician. Present

Mr. Martínez Laguna, Luis

- ◆ Professor-Collaborator, Economic and Business Sciences, CEU-San Pablo
- ◆ Degree in Economics and Business Administration
- ◆ Doctoral Studies: Accounting and Auditing
- ◆ Specialized in Commercial Research

Dr. Martínez de Silva, Alberto

- ◆ Director of Management Control Telefónica Spain
- ◆ Wholesale Business Manager Telefónica International
- ◆ Doctor in Economics and Business Administration Complutense University of Madrid
- ◆ Degree in Economics and Business Administration Complutense University of Madrid
- ◆ Postgraduate in Management Development. Navarra University
- ◆ Professor of the Department of Financial Economics and Accounting. Complutense University of Madrid
- ◆ Professor of the Department of Financial Economics and Accounting. San Pablo University

Dr. López Domínguez, Ignacio

- ◆ Dr. in Economics and Business Administration, Autonomous University of Madrid
- ◆ Professor, Complutense University of Madrid (Financial Management and Accounting Department)
- ◆ Academic Coordinator of the subject Fundamentals of Financial Management of the Company
- ◆ Member of the advisory board of several academic and scientific journals
- ◆ Regular contributor to different media and frequent lecturer on financial topics
- ◆ Author of numerous publications in his specialty

Mr. Campuzano Vallés, Manuel

- ◆ External collaborator in the consulting and educational area of I.E.C.E., as well as other educational companies Since 2001
- ◆ Degree in Economics and Business Administration. Autonomous University of Madrid. 1982
- ◆ Chartered Accountant and member of the ROAC, after having passed the qualification examination. 1988
- ◆ Certificate of Pedagogical Aptitude (CPA) Institute of Education Sciences of the Complutense University of Madrid. 2003
- ◆ Advisor to companies in the financial area Since 2001
- ◆ Lecturer in the financial area of the MBA, Master's Degree in Financial Management, Postgraduate Course in Business Management and Master's Degree in Accounting and Management Control EAE (School of Business Administration). Since 2011
- ◆ Associate Professor of Analytical Accounting and Financial Accounting at the Complutense University of Madrid. Since 2001

Ms. Vico Román, Noelia

- ◆ Associate Professor, San Pablo University CEU. Department of Business Economics. Since 2020
- ◆ Bachelor's degree in Business Administration, specializing in Accounting and Auditing. Rey Juan Carlos University (Madrid). 2003
- ◆ Diploma in Business Administration, specializing in Accounting and Financial Analysis. (URJC–Madrid). 2001
- ◆ Master's Degree in High School Teacher Training (Economics and Business Administration). Complutense University of Madrid. 2017
- ◆ Emotional Intelligence in the different educational stages (Magister– ANFAP–CSIF-130 hours) 2017
- ◆ Technical Specialist in Administration (IFP Isaac Peral-Torrejón de Ardoz). 1998

Mr. López Gómez, Miguel Ángel

- ◆ Degree in Economics and Business Administration, University of Alicante
- ◆ Doctorate Courses in Economics from Carlos III University of Madrid
- ◆ Doctorate courses in Business Management from the Autonomous University of Madrid
- ◆ Financial consultant for Banco Santander, Intermoney, Citigroup, Techrules and SIAG
- ◆ Training courses for Banco de Sabadell, Caja de Ahorros del Mediterráneo, Banco Cooperativo, Banco Pastor, etc
- ◆ From 2009 to 2013, he was deputy director of the Residence Hall Antonio Machado, Carlos III University of Madrid





“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”

09

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort is to achieve professional growth.

For this reason, TECH puts all its efforts and tools at the student's disposal so that they can acquire the skills and abilities required to achieve this change.



“

Our main goal is to help you achieve the professional change you are looking for”

Are you ready to take the leap? Excellent professional development awaits you

TECH's Postgraduate Certificate in Market Research Methodologies is an intensive program that prepares the professional to face the challenges and business decisions at the accounting level, both nationally and internationally. The main objective is to promote personal and professional growth. Helping to achieve success.

If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

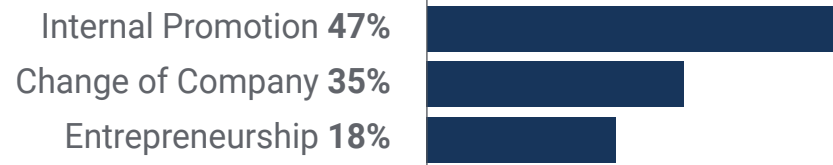
Get up to date in accounting management and achieve the professional improvement you seek.

The higher specialization offered by TECH is an indispensable option to improve your education.

Time of Change



Type of Change



Salary Increase

This program represents a salary increase of more than **25.22%** for our students.



10

Benefits for Your Company

This Postgraduate Certificate in Market Research Methodologies contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this educational program will not only improve you on a personal level, but, above all, on a professional level, enhancing your education and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





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Specialize ay TECH and offer your company a more updated vision of accounting management”

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

Certificate

The Postgraduate Certificate in Market Research Methodologies guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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

This program will allow you to obtain your **Postgraduate Certificate in Market Research Methodologies** 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** title 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: **Postgraduate Certificate in Market Research Methodologies**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





Postgraduate Certificate Market Research Methodologies

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate Market Research Methodologies

