

# Postgraduate Diploma Introduction and Market Research Techniques





## Postgraduate Diploma Introduction and Market Research Techniques

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Executives or middle management with demonstrable experience in managerial fields

Website: [www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-introduction-market-research-techniques](http://www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-introduction-market-research-techniques)

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# 01 Welcome

The companies that succeed in their sector are those that are best prepared. But that means not only having the best products and human capital, but also superior market knowledge to identify the strengths and weaknesses of both the business itself and the competition, as well as the interests of consumers. This is the only way to implement effective strategies that will result in greater benefits. In order to meet this objective, TECH offers a complete program aimed at executives and senior managers, with which they can learn the main existing qualitative and quantitative research techniques, thanks to which they can give a boost to their careers, providing significant advantages in the companies in which they develop professionally.



Postgraduate Diploma in Introduction and Market Research Techniques. TECH  
Technological 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, practising 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 centre for intensive managerial skills training.



“

*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 Technological University



### Innovation

The university offers an online learning model that combines 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.

**100,000+**  
executives trained 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

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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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 studies in the academic community"*

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 training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

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 participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

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

*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**

### 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 areas 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

### Be part of an exclusive community

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

*We give you the opportunity to train with a team of world renowned teachers.*

# 04

# Objectives

This program is designed so that those responsible for Market Research are able to apply all those quantitative and qualitative techniques and tools that will provide them with decisive information about the market in which their companies operate. In this way, they will be able to make successful decisions in complex and unstable environments, achieving that necessary level of success that will foster the growth of their companies and provide them with greater profits.





“

*Utilize digital tools to know in depth  
all the agents involved in the market”*

Your goals are our goals

We work together to help you achieve them

The Postgraduate Diploma in Introduction and Market Research Techniques will enable students to:

01

Define the latest trends and developments in Market Research

02

Build a plan for the development and improvement of personal and managerial skills

03

Develop strategies to carry out decision-making in a complex and unstable environment







04

Organize and carry out group dynamics

05

Develop the main techniques in Market Research

06

Know and apply the main digital tools for market analysis and metrics

05

# Structure and Content

The Postgraduate Diploma in Introduction and Market Research Techniques is a program designed for business professionals to learn about the environment in which their companies operate and to be able to determine the most appropriate strategies that favor their growth. In order to achieve this, the syllabus has been structured in 3 teaching modules, in which you will find the main tools to analyze customers and competitors.



“

*Knowing your competitors  
will allow you to create better  
customer attraction strategies”*

## Syllabus

The Postgraduate Diploma in Introduction and Market Research Techniques of TECH Technological University aims to provide students with all the knowledge and tools that can be applied in their daily work, in order to analyze in depth the environment in which their companies operate and redirect their own business strategies, production, sales, promotion and advertising, among others, towards the new needs of the consumer.

In this way, Market Research has become a fundamental part of any business, since it offers a type of information that is vital for the proper progress of the company.

Throughout 450 hours of study, the students will carry out a multitude of practical cases through individual work, which will provide them with an exhaustive knowledge of all the actions that can be implemented to understand the market in which their company operates, but also to analyze it internally. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma in Introduction and Market Research Techniques is designed to provide students with a superior knowledge, thanks to which they will be able to lead teams in which the use of this type of qualitative and quantitative tools is basic. A curriculum that, in 6 months, will prepare students to face the labor market with the security of a widely experienced professional, and that will also be essential to update the knowledge of all those who, although they have a long professional career in the sector, want to catch up with the main new developments.

This program takes place over 6 months and is divided into 3 modules:

### Module 1

Introduction to Market Research

### Module 2

Qualitative Research Techniques

### Module 3

Quantitative Research Techniques



### Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Diploma in Introduction and Market Research Techniques completely online. Over the course of 6 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

## Module 1. Introduction to Market Research

### 1.1. Market Research Fundamentals

- 1.1.1. Concept of Marketing Research and Marketing
- 1.1.2. Utility of Market Research
- 1.1.3. Market Research Ethics

### 1.2. Applications of Market Research

- 1.2.1. The Value of Research for Managers
- 1.2.2. Factors in the Decision to Investigate the Market
- 1.2.3. Main objectives of Market Research

### 1.3. Market Research Methods

- 1.3.1. Exploratory Research
- 1.3.2. Descriptive Research
- 1.3.3. Causal Investigations

### 1.4. Types of Information

- 1.4.1. Elaboration: Primary and Secondary
- 1.4.2. Qualitative Nature
- 1.4.3. Qualitative Nature

### 1.5. Organization of Market Research

- 1.5.1. In-House Market Research Department
- 1.5.2. Research Outsourcing
- 1.5.3. Decision Factors: Internal vs. External

### 1.6. Research Project Management

- 1.6.1. Market Research as a Process
- 1.6.2. Planning Stages in Market Research
- 1.6.3. Stages of Market Research Implementation
- 1.6.4. Managing a Research Project

### 1.7. Cabinet Studies

- 1.7.1. Objectives of the Cabinet Studies
- 1.7.2. Sources of Secondary Information
- 1.7.3. Results of the Cabinet Studies

### 1.8. Field Work

- 1.8.1. Obtaining Primary Information
- 1.8.2. Organization of Information Gathering
- 1.8.3. Interviewer Control

### 1.9. Online Market Research

- 1.9.1. Quantitative Research Tools in Online Markets
- 1.9.2. Dynamic Qualitative Customer Research Tools

### 1.10. The Market Research Proposal

- 1.10.1. Objectives and Methodology
- 1.10.2. Completion Deadlines
- 1.10.3. Budget

## Module 2. Qualitative Research Techniques

### 2.1. Introduction to Qualitative Research

- 2.1.1. Objectives of Qualitative Research
- 2.1.2. Sources of Qualitative Information
- 2.1.3. Characteristics of Qualitative Information

### 2.2. Group Dynamics

- 2.2.1. Concepts and Objectives
- 2.2.2. Organization and Implementation
- 2.2.3. Group Dynamics Results

### 2.3. The In-depth Interview

- 2.3.1. Concepts and Objectives
- 2.3.2. The In-Depth Interview Process
- 2.3.3. Application of the In-Depth Interviews

### 2.4. Projective Techniques

- 2.4.1. Concepts and Objectives
- 2.4.2. Main Projective Techniques

### 2.5. Creativity Techniques

- 2.5.1. Concepts and Objectives
- 2.5.2. Intuitive Techniques: Brainstorming
- 2.5.3. Formal Techniques: Delphi Method
- 2.5.4. Other Creativity Techniques

### 2.6. Observation as a Qualitative Technique

- 2.6.1. Concept and Applications
- 2.6.2. Observation Scenarios
- 2.6.3. Technical Resources
- 2.6.4. Assessment of the Observation

### 2.7. Neuromarketing: The Responses of the Brain

- 2.7.1. Concept and Applications
- 2.7.2. Observation Scenarios in Neuromarketing
- 2.7.3. Neuromarketing Techniques

### 2.8. Pseudo-Purchase

- 2.8.1. Concept and Applications
- 2.8.2. Pseudo-Purchase Scenarios
- 2.8.3. The Mystery Shopper

### 2.9. Digital Qualitative Research

- 2.9.1. Description and Characteristics
- 2.9.2. Main Online Qualitative Techniques

### 2.10. Application of Qualitative Research

- 2.10.1. Structure of Qualitative Research Results
- 2.10.2. Projection of Qualitative Research Results
- 2.10.3. Decision-Making Applications

**Module 3. Quantitative Research Techniques**

**3.1. Introduction to Quantitative Research**

- 3.1.1. Quantitative Research Objectives
- 3.1.2. Sources of Quantitative Information
- 3.1.3. Characteristics of Quantitative Information

**3.2. Personal Survey**

- 3.2.1. Concept and Characteristics
- 3.2.2. Types of Personal Survey
- 3.2.3. Advantages and Disadvantages of the Personal Survey

**3.3. Telephone Survey**

- 3.3.1. Concept and Characteristics
- 3.3.2. Types of Personal Survey
- 3.3.3. Advantages and Disadvantages of the Personal Survey

**3.4. Self-Administered Survey**

- 3.4.1. Concept and Characteristics
- 3.4.2. Online Survey
- 3.4.3. Postal and e-Mail Surveys
- 3.4.4. Survey by Personal Delivery

**3.5. The Omnibus**

- 3.5.1. Concept and Characteristics
- 3.5.2. Omnibus Results
- 3.5.3. Types of Omnibus

**3.6. The Panel**

- 3.6.1. Concept and Characteristics
- 3.6.2. Panel Results
- 3.6.3. Types of Panel

**3.7. The Tracking**

- 3.7.1. Concept and Characteristics
- 3.7.2. Tracking Results
- 3.7.3. Types of Tracking

**3.8. Observation as a Quantitative Technique**

- 3.8.1. Concept and Usefulness
- 3.8.2. Observation Scenarios
- 3.8.3. Technical Resources
- 3.8.4. Results of Quantitative Observation

**3.9. Experimentation**

- 3.9.1. Concept and Characteristics
- 3.9.2. Product Testing
- 3.9.3. Market Test

**3.10. Application of Quantitative Research**

- 3.10.1. Structure of Quantitative Research Results
- 3.10.2. Projection of Quantitative Research Results
- 3.10.3. Decision-Making Applications



*A unique, key, and decisive 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.*



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

### 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.

## 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.



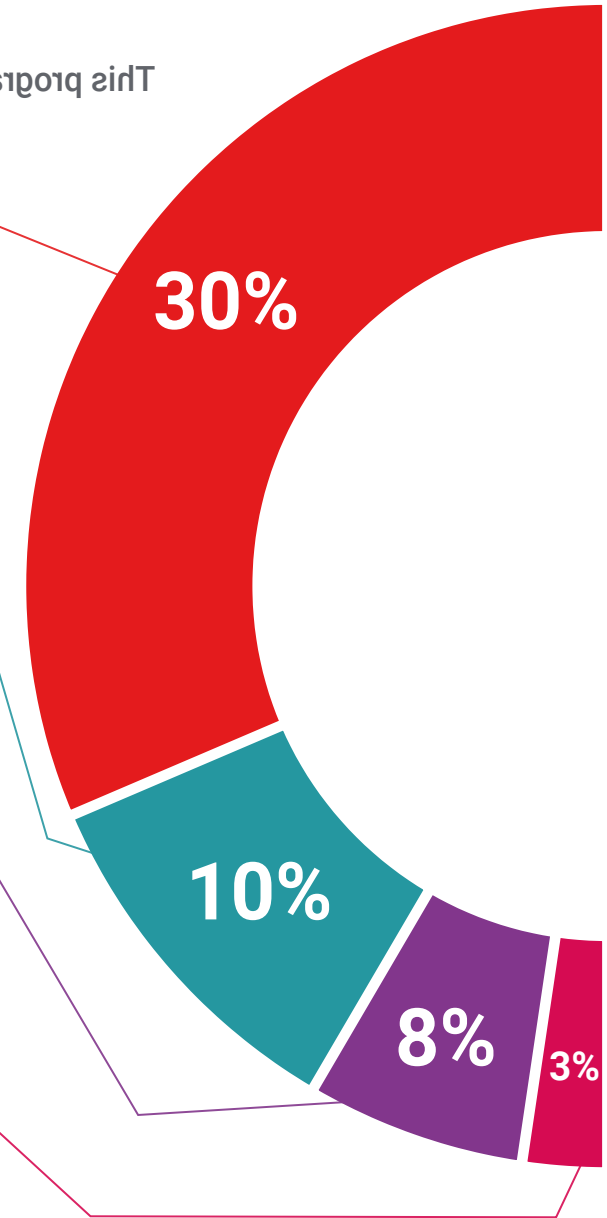
### Management Skills Exercises

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

Most of the students who pursue this qualification are professionals with extensive experience who are looking for a quality opportunity to improve their daily practice. People who are aware of the importance of updating their knowledge in order to be more efficient in their work and who understand the need to know the market in order to create more effective strategies for their businesses. Additionally, they are students who are committed to virtual teaching as the main learning method.







“

*Do you want to give your company a boost and don't know how? Learn the main techniques for market analysis and apply the most appropriate strategies for your business"*

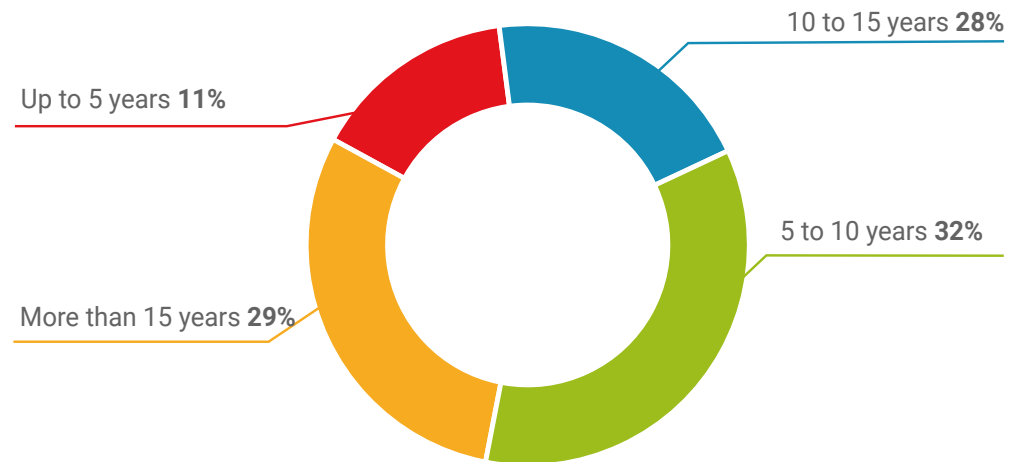
### Average Age

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Between **35** and **45** years old

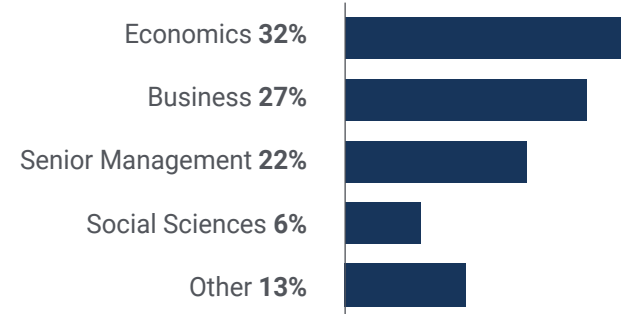
### Years of Experience

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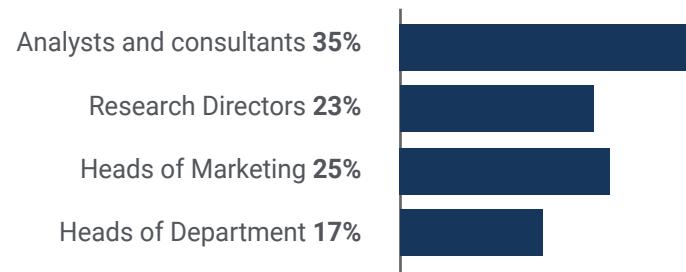
### Training

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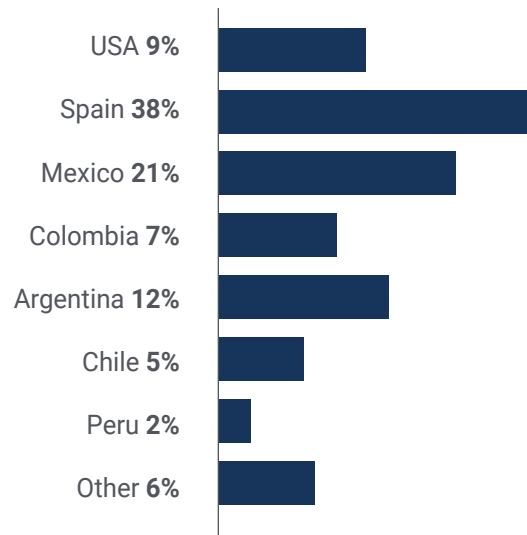
### Academic Profile

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## Geographical Distribution

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## Fátima Díaz

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**Market Research Manager at a Multinational Company**

*"Conducting market research is one of the main tasks I perform in my job. They have been, are and will be the key to the growth of my company, since, thanks to them, we can apply the most appropriate strategies, according to the needs of the customers and the competitors' own offer. Given its importance, I wanted to update my knowledge in this field and, luckily, I found this TECH qualification with which I have been able to learn new working methods. Undoubtedly, a unique learning opportunity for all professionals in the sector"*

08

# Course Management

TECH has professionals specialized in each area of knowledge, who pour into our training the experience of their work. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.



“

*Our expert teaching team in Introduction and Market Research Techniques will help you achieve success in your profession"*

## Management



### Mr. López Rausell, Adolfo

- ◆ Director of TECH Business School
- ◆ Technical Direction in Projects and Market Studies at Investgroup
- ◆ Management at Club Innovation Club of the Valencian Community
- ◆ Degree in Economics and Business Administration, Universitat de València
- ◆ Certificate in Marketing in ESEM Business School





09

# Impact on Your Career

The objective of any business professional is to improve every day, bringing benefits to their company, but, above all, acquiring that level of competence that will allow them to access positions of greater responsibility and better paid. This qualification is a unique opportunity for students to improve their qualifications and give that boost to their careers that they so desire, thanks to its innovative teaching methodology, which facilitates learning.







“

*This program will generate a sense of confidence in your daily practice that will help you improve quickly”*

*Applying market research techniques will provide you with information that will be fundamental for the growth of your company.*

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

The Postgraduate Diploma in Introduction and Market Research Techniques of TECH Technological University is an intensive program that prepares students to face business challenges and decisions, thanks to the deep knowledge they can obtain of the environment, customers and competitors. The main objective is to promote personal and professional growth. Helping students achieve success.

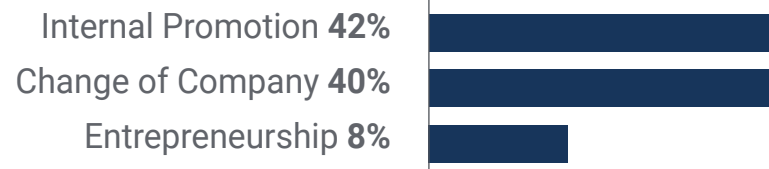
A 100% online program to improve their competences in a short period of time.

*Take a radical turn in your career thanks to this program and specialize to access top management positions.*

### When the change occurs



### Type of change



### Salary increase

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



10

# Benefits for Your Company

The Postgraduate Diploma in Introduction and Market Research Techniques contributes to elevate the organization's talent to its maximum potential by creating high-level leaders. To this end, it offers a high-quality program that will provide students with the keys to carry out this type of analysis that will favor the growth of their companies. It is, without a doubt, a unique opportunity for both professionals and the companies in which they work.





“

*By studying this program, you will be able to bring new business strategies to your company”*

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

01

### **Intellectual Capital and Talent Growth**

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

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02

### **Retaining high-potential executives to avoid talent drain**

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

03

### **Building agents of change**

The manager 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 manager can work on a real project or develop new projects.

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06

### **Increased Competitiveness**

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

11

# Certificate

The Postgraduate Diploma in Introduction and Market Research Techniques guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate 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 **Postgraduate Diploma in Introduction and Market Research Techniques** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Introduction and Market Research Techniques**

Official N° of Hours: **450 h.**



\*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.



## Postgraduate Diploma Introduction and Market Research Techniques

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

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