

Postgraduate Diploma Market Research



Postgraduate Diploma Market Research

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in the sector

Website: www.techtute.com/pk/school-of-business/postgraduate-diploma/postgraduate-diploma-market-research

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Methodology

p. 24

07

Our Students' Profiles

p. 32

08

Course Management

p. 36

09

Impact on Your Career

p. 40

10

Benefits for Your Company

p. 44

11

Certificate

p. 48

01 Welcome

Today, it is of vital importance for companies to analyze consumer behavior and market characteristics and demands, in order to develop strategies and make commercial and sales decisions in line with the needs of the sector. Thanks to this program, the student will acquire the necessary skills to perform an analysis and diagnosis of the company and purchasing habits, with the objective of adapting commercial campaigns to market demand, achieving exponential growth of the company in a short period of time. Thus, they will be able to access those management positions that are in such great need of highly qualified and valuable professionals.



Postgraduate Diploma in Market Research.
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:



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"



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 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

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.

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 with the main objective of offering superior training to business professionals who work in the implementation of commercial campaigns and must carry out market research that will allow them to gain in depth knowledge of consumers and competitors. In this way, they will be able to be more effective in their daily practice, achieving higher profits with the implementation of their business strategies.





“

Tailoring commercial campaigns to customer profiles will make them more effective”

Your objectives are those of TECH.
TECH works together with you to help you achieve them.

The Postgraduate Diploma in Market Research will train you to:

01

Develop and lead more effective market research strategies to obtain better results

02

Analyze the types of user buying behavior with the aim of adapting campaigns and making them more efficient

03

Establish the steps needed to carry out complex market research projects





04

Describe new forms of collecting and analyzing data to establish market studies that are more focused on the target client

05

Develop the essential skills to properly segment markets and target campaigns based on this segmentation

06

Conduct market research to understand the competition and develop differentiating strategies

05

Structure and Content

The Postgraduate Diploma in Market Research is a specific program for those professionals who work in the management of commercial campaigns. To this end, over a period of 6 months, they will study a first class academic course in all areas related to this field of action, which will allow them to improve their skills in a short period of time and achieve the level of competence that are so in demand in today's companies.





Knowing the market will allow you to target your commercial strategies to an audience truly interested in your product"

Syllabus

This curriculum has been designed with a clear purpose in mind: to offer students the best training of the moment that will enable them to carry out in depth analysis of the markets and the strategies of their companies to carry them towards the highest levels of success.

For this purpose, a highly academic program is offered, in which you can find all the relevant information about this area of action, from Market Analysis itself, to *Big Data* or Customer Relationship Management. Thus, through a multitude of theoretical content and practical exercises, the student can get a real idea of the work in the sector.

A highly intensive program that is offered in a 100% online format, which will undoubtedly provide the great advantage of being able to study it from anywhere in the world, at the time that best suits each person and being able to combine it with the rest of their daily commitments.

A program that understands the needs of students, but, above all, that aims to meet the current demands of academic quality demanded by society. And, for this, it has the most prestigious teaching team in the sector and fully up to date content covering the main developments in the field.

This Postgraduate Diploma takes place over 6 months and is divided into 4 modules:

Module 1	Management
Module 2	<i>Customer Relationship Management</i>
Module 3	<i>Data Science and Big Data</i>
Module 4	Web Analytics and Marketing Analytics



Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. Throughout the 6 months of training, 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. Management

1.1. Fundamentals of Marketing

- 1.1.1. Main Definitions
- 1.1.2. Basic Concepts
- 1.1.3. The Evolution of the Concept of Marketing

1.2. Marketing: From the Idea to the Market

- 1.2.1. Concept and Scope of Marketing
- 1.2.2. Marketing Dimensions
- 1.2.3. Marketing 3.0

1.3. New Competitive Environment

- 1.3.1. Technological Innovation and Economic Impact
- 1.3.2. Knowledge Society
- 1.3.3. The New Consumer Profile

1.4. Quantitative Research Methods and Techniques

- 1.4.1. Variables and Measurement Scales
- 1.4.2. Information Sources
- 1.4.3. Sampling Techniques
- 1.4.4. The Treatment and Analysis of Data

1.5. Qualitative Research Methods and Techniques

- 1.5.1. Direct Techniques: *Focus Group*
- 1.5.2. Anthropological Techniques
- 1.5.3. Indirect Techniques
- 1.5.4. *The Two Face Mirror* and *The Delphi Method*

1.6. Market Segmentation

- 1.6.1. Market Typologies
- 1.6.2. Concept and Analysis of the Demand
- 1.6.3. Segmentation and Criteria
- 1.6.4. Defining the Target Audience

1.7. Types of Buying Behaviour

- 1.7.1. Complex Behaviour
- 1.7.2. Dissonance-Reducing Behaviour
- 1.7.3. Variety-Seeking Behavior
- 1.7.4. Habitual Behavior

1.8. Marketing Information Systems

- 1.8.1. Conceptual Approaches to Marketing Information Systems
- 1.8.2. *Data Warehouse and Datamining*
- 1.8.3. Geographical Information Systems

1.9. Research Project Management

- 1.9.1. Information Analysis Tools
- 1.9.2. Developing an Expectation Management Plan
- 1.9.3. Assessing the Feasibility of Projects

1.10. Marketing Intelligence

- 1.10.1. *Big Data*
- 1.10.2. User Experience
- 1.10.3. Applying Techniques

Module 2. Customer Relationship Management

2.1. Knowing the Market and the Consumer

- 2.1.1. *Open Innovation*
- 2.1.2. Competitive Intelligence.
- 2.1.3. *Sharing Economy*

2.2. CRM and Relational Marketing

- 2.2.1. Business Philosophy or Strategic Orientation
- 2.2.2. Customer Identification and Differentiation
- 2.2.3. The Company and its *Stakeholders*
- 2.2.4. *Clienting Clienteling*

2.3. Database Marketing and Customer Relationship Management

- 2.3.1. *Database Marketing Applications*
- 2.3.2. Laws and Regulations
- 2.3.3. Information Sources, Storage, and Processing

2.4. Consumer Psychology and Behavior

- 2.4.1. The Study of Consumer Behavior
- 2.4.2. Internal and External Consumer Factors
- 2.4.3. Consumer Decision Process
- 2.4.4. Consumerism, Society, Marketing, and Ethics

2.5. Areas of CRM Management

- 2.5.1. *Customer Service.*
- 2.5.2. Managing the Sales Force
- 2.5.3. Customer Service

2.6. Consumer Centric Marketing

- 2.6.1. Segmentation
- 2.6.2. Profitability Analysis
- 2.6.3. Customer Loyalty Strategies

2.7. CRM Management Techniques

- 2.7.1. Direct Marketing
- 2.7.2. Multichannel Integration
- 2.7.3. Viral Marketing

2.8. Advantages and Risks of Implementing CRM

- 2.8.1. CRM, Sales and Costs
- 2.8.2. Customer Satisfaction and Loyalty
- 2.8.3. Technology Implementation
- 2.8.4. Strategic and Management Errors

Module 3. Data Science and Big Data**3.1. Data Science and Big Data**

- 3.1.1. Impact of *Big Data and Data Science* on Business Strategy
- 3.1.2. Introduction to *Command Line*
- 3.1.3. Data Science Problems and *Solutions*

3.2. Data Hacking Languages

- 3.2.1. SQL Databases
- 3.2.2. Introduction to Python
- 3.2.3. Programming in R

3.3. Statistics

- 3.3.1. Introduction to Statistics
- 3.3.2. Linear and Logistic Regression
- 3.3.3. PCA and *Clustering*

3.4. Machine Learning

- 3.4.1. Model Selection and Regularization
- 3.4.2. Random Trees and Forests
- 3.4.3. Processing Natural Language

3.5. Big Data

- 3.5.1. Hadoop
- 3.5.2. Spark
- 3.5.3. Collaborative Recommendation and Filtering Systems

3.6. Data Science Success Stories

- 3.6.1. Customer Segmentation Using the RFM Model
- 3.6.2. Experiment Design Application
- 3.6.3. *Supply Chain Value: Forecasting*
- 3.6.4. *Business Intelligence*

3.7. Hybrid Architectures in Big Data

- 3.7.1. *Lambda* Architecture
- 3.7.2. *Kappa* Architecture
- 3.7.3. *Apache Flink* and Practical Implementations
- 3.7.4. *Amazon Web Services*

3.8. Big Data in the Cloud

- 3.8.1. AWS: Kinesis
- 3.8.2. AWS: DynamoSDB
- 3.8.3. Google Cloud Computing
- 3.8.4. Google BigQuery

Module 4. Web Analytics and Marketing Analytics**4.1. Web Analysis**

- 4.1.1. The Fundamentals of Web Analytics
- 4.1.2. Classical Media vs. Digital Media
- 4.1.3. The Web Analyst's Basic Methodology

4.2. Google Analytics

- 4.2.1. Configuring an Account
- 4.2.2. *Javascript Tracking API*
- 4.2.3. Customized Reports and Segments

4.3. Qualitative Analyses

- 4.3.1. Research Techniques Applied in Web Analytics
- 4.3.2. *Customer Journey*
- 4.3.3. *Purchase Funnel*

4.4. Digital Metrics

- 4.4.1. Basic Metrics
- 4.4.2. Ratios
- 4.4.3. Setting Objectives and KPI

4.5. Acquisition and Marketing Analytics

- 4.5.1. ROI
- 4.5.2. ROAS
- 4.5.3. CLV

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.



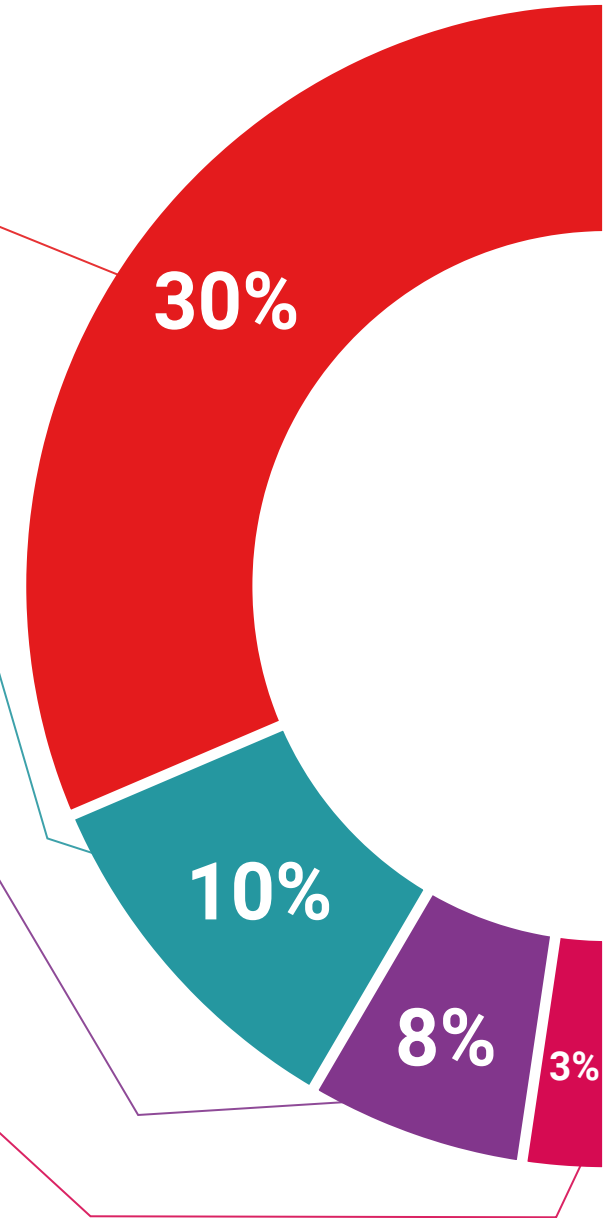
Management Skills Exercises

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 Diploma in Market Research is a program aimed at professionals related to the Sales and Marketing Area, who are looking for a better job growth opportunity. Students who understand the importance of continuing their studies throughout their working lives to give their careers a boost, and who have found the academic resources they so desperately needed at this university.





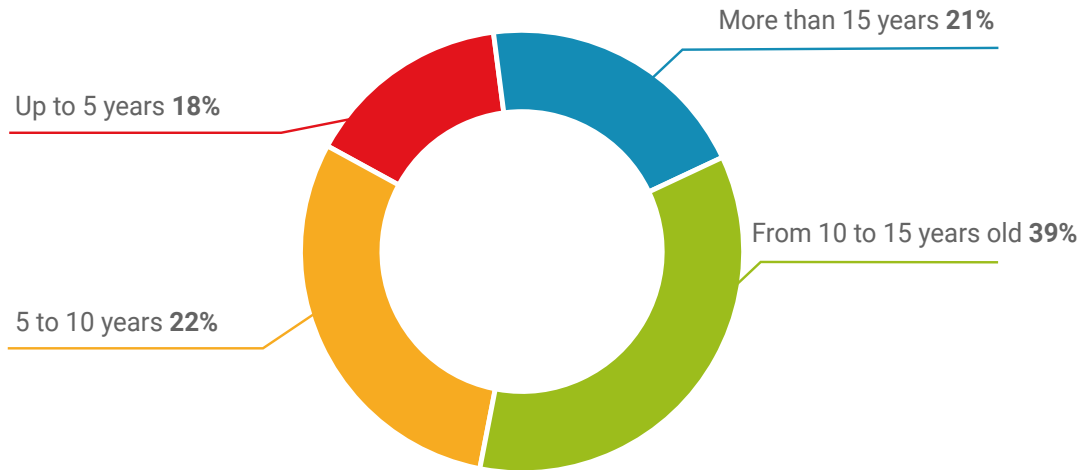
“

If you have experience in the Commercial Sector and are looking for an interesting improvement in your career while continuing to work, this is the program for you"

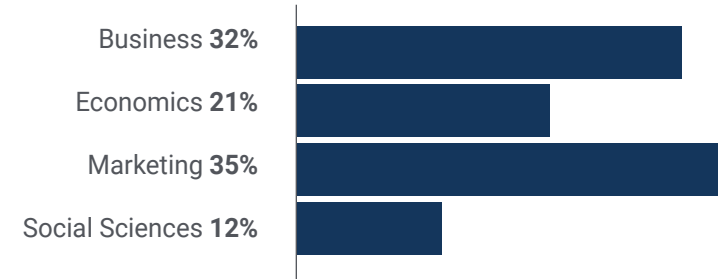
Average Age

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

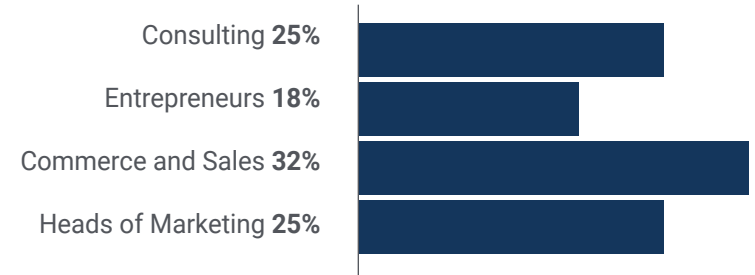
Years of Experience



Training



Academic Profile



Geographical Distribution



Sara María Urquiza

Marketing Director

"The combination of academic content and the expertise of the faculty make the Postgraduate Diploma in Market Research a key tool for professional and personal development. I was pleasantly surprised by the quality and professionalism of all the staff members"

08

Course Management

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, for this, we put all our tools at your fingertips so that you can acquire the training you need.





“

We want to help you achieve the professional change you are looking for and, to that end, we offer you a quality program at the best price"

Management



Mr. Oliver, Rafael

- ♦ Degree in Economics and Business Administration
- ♦ Degree in Operations Research and Master's Degree in Marketing and Sales; he has developed his professional activity in Hewlett-Packard, ITI - Instituto Tecnológico de Informática, Kumori Systems, and TDC - Taller De Clientes
- ♦ He has extensive experience as a teacher, having taught more than one hundred courses in companies, professional associations, and training institutions, in which he has participated as a professor in several master's degrees



09

Impact on Your Career

People who take this course will notice how, in a short time, they will be able to make a radical change in their careers. To this end, they are offered the best content on the current educational market, as well as a unique opportunity to learn from the best, thanks to its prestigious team of teachers. The definitive option to access those positions of greater responsibility and higher salary that you are waiting for.





“

*Do you want to give your career
a boost but you don't know how?
This program will help you do so”*

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

The Postgraduate Diploma in Market Research at TECH Technological University is an intensive program that prepares students to face market studies from a more up-to-date perspective and adapted to the needs of businesses. The main objective is to promote personal and professional growth. Helping students achieve success.

A program that will be essential on your CV.

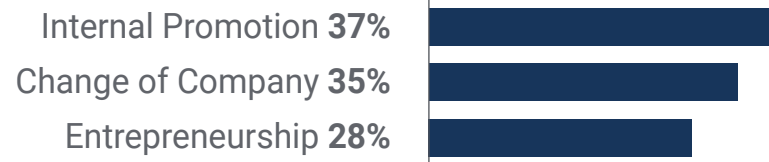
Enter into a highly competitive labor market and show your worth and professionalism.

The opportunity you were waiting for to access a better job position.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25%** for our students



10

Benefits for Your Company

The Postgraduate Diploma in Market Research contributes to elevate the organization's talent to its maximum potential by training high level leaders.

Participating in this Postgraduate Diploma is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.





“

Specialize at TECH and strategically manage the commercial campaigns in your company”

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

01

Intellectual Capital and Talent Growth

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, in turn helping the organization overcome obstacles.

04

Increased international expansion possibilities

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



05

Project Development

The professional can work on a current project or develop new projects in the field of R&D or Business Development within their company.

06

Increased competitiveness

This Postgraduate Diploma will equip your professionals with the skills to take on new challenges and thus drive the organization forward.

11

Certificate

The Postgraduate Diploma in Market Research 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 Market Research** 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 Market Research

Official N° of hours: 375 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.



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- » Schedule: **at your own pace**
- » Exams: **online**

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