Executive Master's Degree
MBA in Market Research and Techniques Management

MBA MRTM

tech global university

Executive Master's Degree
MBA in Market Research and Techniques Management

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Global University**
» Credits: **90 ECTS**
» Schedule: **at your own pace**
» Exams: **online**
» Target Group: **Executives or middle management with demonstrable experience in managerial fields**

Website: **www.techtitute.com/us/school-of-business/executive-master-degree/master-mba-market-research-techniques-management**

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01
Welcome

Market research is a fundamental task for business success. Only by knowing the tastes and interests of consumers can we target our product to the right audience or direct our production towards customer demands. Undoubtedly, any company wishing to have a niche in the market needs to rely on professionals who are able to analyze it, know the consumers, the impact that our product may have, how to present it or what is the best time to do it. And that can only be achieved through research work. In this sense, it is very important to have professionals who understand research management and market techniques from an innovative and global perspective, providing the company with the latest tools in this field that are useful to achieve business excellence.

MBA in Market Research and Techniques Management
TECH Global University

" *Knowing the market will enable companies to offer products tailored to customers' needs. Therefore, your knowledge in this field is essential to lead the company to success"*

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 method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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 ground-breaking 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"

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, in addition to developing new competencies and skills that will be essential in their professional development. After the program, the student will be able to make global decisions with an innovative perspective and an international vision.

One of our key objectives is to help you develop the essential skills to strategically conduct market research"

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

The **MBA in Market Research and Techniques Management** will enable students to:

01 Define the latest trends developments in business management

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 Develop a marketing plan for the company

05 Identify the types of market research and know how to apply the most appropriate one for the company

06 Develop the main techniques in market research

07 Be able to define the most appropriate market research technique for our company

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

09 In-depth knowledge of the main quantitative and qualitative tools for this type of research

10 Acquire management and leadership skills

11 Know the different market segments and analyzing which ones our company should focus on

12 Know how to identify competitors and create strategies that differentiate between them

13 Use marketing techniques to achieve a good reputation for our company

Buscar informes y artículos

🏠 **PÁGINA PRINCIPAL**

PERSONALIZACIÓN

Informes

🕐 EN TIEMPO REAL

👤 AUDIENCIA

ADQUISICIÓN

COMPORTAMIENTO

🚩 CONVERSIONES

💡 DESCUBRIR

Página principal de Google Analytics

Usuarios	Sesiones	Por
123	164	81
↑30,9 %	↑12,3 %	↑11
respecto a los últimos 7 días		

19 abr. 21 22
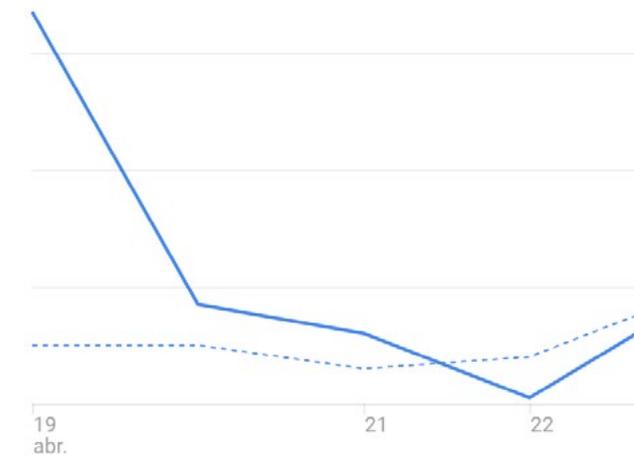
Últimos 7 días ▾

¿Cómo obtiene usuarios?

centaje de rebote

Duración de la sesión

1,71 %

1 min y 3 s

,5 %

↓36,7 %

80

60

40

20

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24   25

VISIÓN GENERAL DE LA AUDIENCIA ›

Usuarios activos right now

0

Páginas vistas por minuto

Principales páginas activas   Usuarios activos

No hay datos para esta vista.

INFORME EN TIEMPO REAL ›
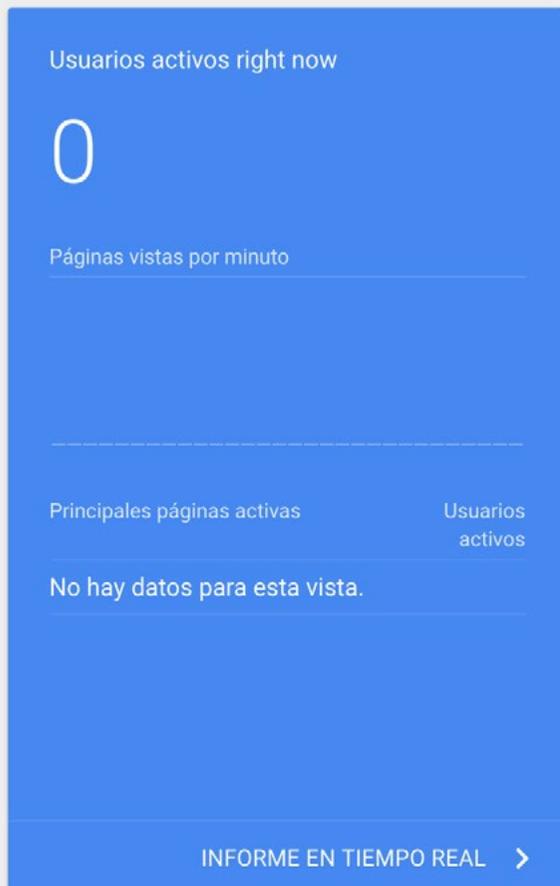
14 Be able to manage and lead research projects

15 Know how to carry out field work

16 Analyze the results obtained and reach conclusions conclusions useful for the company

Skills

After passing the evaluations of the MBA in Market Research and Techniques Management, professionals will have acquired the necessary competencies for a quality and up-to-date practice based on the most innovative didactic methodology.

Specialize in market research and techniques management to improve your daily work"

01 Strategic planning in line with the company's objectives

03 Use marketing tools to publicize the company and achieve an online reputation appropriate to the objectives

02 Apply technological resources within the framework of the company's corporate strategy

04 Identify the different market segments
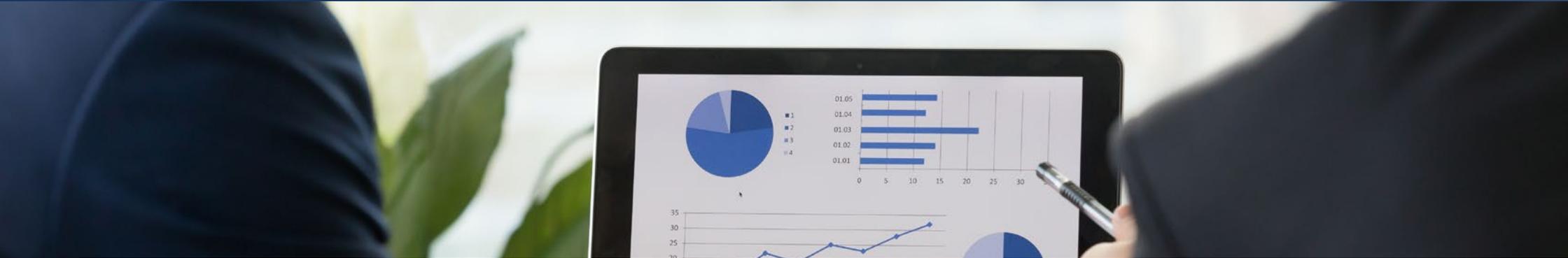
05 Competitive positioning of the company

06 In-depth knowledge of the different types of market research and implementation of the most appropriate ones to meet the company's objectives

07 Apply quantitative and qualitative research techniques and qualitative

08 Know how to conduct questionnaires and interviews necessary for market research

09 Perform an adequate analysis of internet metrics to obtain the necessary information to direct the company's strategy

10 Conduct national and international market research

06

Structure and Content

The MBA in Market Research and Techniques Management is a tailor-made program that is taught in a 100% online format. In this way, the students will be able to choose the time and place that best suits their availability, schedules and interests, thereby achieving a more effective learning process.

A program that takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a market research and techniques manager.

TECH Global University has designed the most complete program in the current educational panorama so that your specialization is in line with the needs of the 21st century"

Syllabus

The MBA in Market Research and Techniques Management at TECH Global University is an intense program that prepares students to face challenges and business decisions, both nationally and internationally. The content of this program is designed to promote the development of managerial skills that enable more rigorous decision making in uncertain environments.

Over the course of 2,700 hours of study, a multitude of case studies will be analyzed through individual work, achieving a deep learning process that allows a clear understanding of the use of new tools for market research. It is, therefore, an authentic immersion in real business situations.

This MBA in Market Research and Techniques Management deals in depth with different areas of the company and is designed to specialize managers who understand market research from a strategic, international and innovative perspective.

A plan designed for the student, focused on professional improvement and that prepares them to achieve excellence in the field of management and business management. 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 competencies to solve critical situations in a creative and efficient way.

This program takes place over 12 months and is divided into 14 modules:

Module 1	Management and Strategy of Companies and Organizations
Module 2	Principles of Strategic Marketing
Module 3	Marketing Processes and Variables
Module 4	Market and Customer Management
Module 5	Introduction to Market Research
Module 6	Qualitative Research Techniques
Module 7	Quantitative Research Techniques
Module 8	Market Research Production
Module 9	Internet Analytics and Metrics
Module 10	Analysis of Results and Market Research Applications
Module 11	Leadership, Ethics and Social Responsibility in Companies
Module 12	People and Talent Management
Module 13	Economic and Financial Management
Module 14	Executive Management

Where, When and How is it Taught?

TECH offers the possibility of developing this MBA in Market Research and Techniques Management completely online. Throughout the 12 months of the educational program, the students will be able to access all the contents of this program at any time, allowing them 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. *Management* and Strategy of Companies and Organizations

1.1. General Management
1.1.1. The Concept of General Management
1.1.2. The General Manager's Action
1.1.3. The General Manager and its Functions
1.1.4. Transforming the Work of Management

1.2. Organizational Design
1.2.1. Organizational Design Concept
1.2.2. Organizational Structure
1.2.3. Types of Organizational Designs

1.3. Planning and Strategy
1.3.1. The Plan in a Strategy
1.3.2. Strategic Positioning
1.3.3. Strategy in Companies
1.3.4. Planning

1.4. Strategic Management
1.4.1. The Concept of Strategy
1.4.2. The Process of Strategic Management
1.4.3. Approaches in Strategic Management

1.5. Corporate Strategy
1.5.1. The Concept of Corporate Strategy
1.5.2. Types of Corporate Strategies
1.5.3. Corporate Strategy Definition Tools

1.6. Digital Strategy
1.6.1. Technology Strategy and its Impact on Digital Innovation
1.6.2. Strategic Planning of Information Technologies
1.6.3. Strategy and The Internet

1.7. Corporate Strategy and Technology Strategy
1.7.1. Creating Value for Customers and Shareholders
1.7.2. Strategic IS/IT Decisions
1.7.3. Corporate Strategy vs Technological and Digital Strategy

1.8. Competitive Strategy
1.8.1. The Concept of Competitive Strategy
1.8.2. Competitive Advantage
1.8.3. Choosing a Competitive Strategy
1.8.4. Strategies based on the Strategic Clock Model
1.8.5. Types of Strategies according to the Industrial Sector Life Cycle

1.9. Investment Valuation
1.9.1. Assessment of Investments
1.9.2. Inversions Selection Methods
1.9.3. Additional Tools for Investment Project Appraisal

1.10. Social Business
1.10.1. Web 2.0 Strategic Vision and its Challenges
1.10.2. Convergence Opportunities and ICT Trends
1.10.3. How to Monetize Web 2.0 and Social Media?
1.10.4. Mobility and Digital Business

Module 2. Principles of Strategic Marketing

2.1. Fundamentals of Marketing
2.1.1. The Concept of Marketing
2.1.2. The Basic Elements of Marketing
2.1.3. Marketing Activities in Companies

2.2. Marketing Strategy Dimensions
2.2.1. Marketing Strategies
2.2.2. Types of Marketing Strategies

2.3. The Function of Strategic Marketing
2.3.1. The Concept of Strategic Marketing
2.3.2. Concept of Strategic Marketing Planning
2.3.3. Stages in the Process of Strategic Marketing Planning

2.4. Digital Marketing
2.4.1. Digital Marketing Concept
2.4.2. Marketing Strategies in Digital Marketing

2.5. Inbound Marketing
2.5.1. Effective Inbound Marketing
2.5.2. The Benefits of Inbound Marketing
2.5.3. Measuring the Success of Inbound Marketing

2.6. Marketing: From the Idea to the Market
2.6.1. The Marketing Process
2.6.2. Ideas as Business Opportunities
2.6.3. Marketing, a Market Drive

2.7. Consumer Psychology and Behavior
2.7.1. The Study of Consumer Behavior
2.7.2. Internal and External Factors Influencing the Consumer
2.7.3. Consumer Decision Process
2.7.4. Consumerism, Marketing, Ethics and Society

2.8. Market Segmentation
2.8.1. Market Segmentation Concept
2.8.2. Utility and Segmentation Requirements
2.8.3. Consumer Market Segmentation
2.8.4. Industrial Market Segmentation
2.8.5. Segmentation Strategies
2.8.6. Segmentation Based on Marketing Mix Criteria
2.8.7. Market Segmentation Methodology

2.9. Competitive Positioning
2.9.1. Positioning Concept on the Market
2.9.2. The Positioning Process

2.10. Social Marketing
2.10.1. Social Marketing
2.10.2. Socially Responsible Marketing
2.10.3. Social Cause Marketing

Module 3. Marketing Processes and Variables

3.1. Developing the Marketing Plan
3.1.1. Marketing Plan Concept
3.1.2. Situation Analysis and Diagnosis
3.1.3. Strategic Marketing Decisions
3.1.4. Operating Marketing Decisions

3.2. Marketing Mix
3.2.1. Marketing Mix Concept
3.2.2. Product Strategies
3.2.3. Pricing Strategies
3.2.4. Distribution Strategies
3.2.5. Communication Strategies

3.3. Product Management
3.3.1. Product Classifications
3.3.2. Differentiation
3.3.3. The Design
3.3.4. Luxury
3.3.5. Environmental Issues

3.4. Pricing Principles
3.4.1. Introduction to Pricing
3.4.2. Stages in Pricing

3.5. Distribution Channel Management
3.5.1. Concept and Functions of Commercial Distribution
3.5.2. Design and Management of Distribution Channels

3.6. Advertising Communication
3.6.1. Integrated Marketing Communication
3.6.2. Advertising Communication Plan
3.6.3. Merchandising as a Communication Technique

3.7. E-commerce
3.7.1. Introduction to E-Commerce
3.7.2. Differences between Traditional Commerce and E-commerce
3.7.3. Technological E-Commerce Platforms

3.8. Marketing Information System
3.8.1. The Concept of a Marketing Information System (MIS)
3.8.2. Features of an MIS
3.8.3. The Information in the MIS
3.8.4. Structure of an MIS

3.9. Marketing Intelligence
3.9.1. The Concept of Marketing Intelligence
3.9.2. Areas of Marketing Intelligence
3.9.3. Surveillance in Marketing Intelligence
3.9.4. Panels as Sources of Information for Marketing Intelligence

3.10. Branding
3.10.1. The Brand and Their Functions
3.10.2. Brand Creation (Branding)
3.10.3. Brand Architecture

Module 4. Market and Customer Management

4.1. Marketing *Management*

4.1.1. The Concept of Marketing Management
4.1.2. New Trends in Marketing
4.1.3. A New Marketplace: Consumer and Business Capabilities
4.1.4. Holistic MK Orientation
4.1.5. Update on the 4 Ps of Marketing
4.1.6. Marketing Management Tasks

4.2. Relationship Marketing

4.2.1. Concept of Marketing Relations
4.2.2. The Customer as an Asset of the Company
4.2.3. CRM as a Relationship Marketing Tool

4.3. Data Base Marketing

4.3.1. Data Base Marketing Applications
4.3.2. Laws and Regulations
4.3.3. Information Sources

4.4. Types of Buying Behavior

4.4.1. The Process in Purchasing Decisions
4.4.2. The Stages in the Buying Process
4.4.3. Types of Buying Behavior
4.4.4. Features of the Types of Buying Behaviour

4.5. Consumer Centric Marketing

4.5.1. Introduction to Consumer Centric Marketing
4.5.2. Client Segmentation
4.5.3. Marketing Strategies for the Best Customers

4.6. Logistics and Customers

4.6.1. Demand Analysis
4.6.2. Demand and Sales Forecast
4.6.3. Sales and Operations Planning

4.7. The Loyalty Process

4.7.1. In-depth Knowledge of the Client
4.7.2. Loyalty Process
4.7.3. The Value of the Customer

4.8. Knowing the Market and the Consumer

4.8.1. Open Innovation
4.8.2. Competitive Intelligence
4.8.3. Competitive Economy

4.9. Social Web

4.9.1. Organization in the Age of Conversation
4.9.2. Web 2.0 Is All About People
4.9.3. Digital Environment and New Communication Formats

4.10. Social Media Platforms

4.10.1. General, Professional, and Microblogging Platforms
4.10.2. Video, Image, and Mobility Platforms

Module 5. Introduction to Market Research

5.1. Fundamentals of Marketing Research
5.1.1. Concept of Market Research and Marketing
5.1.2. Utility of Market Research
5.1.3. Market Research Ethics

5.2. Market Research Applications
5.2.1. The Value of Research for Managers
5.2.2. Factors in the Decision to Investigate the Market
5.2.3. Main Objectives of Market Research

5.3. Types of Market Research
5.3.1. Exploratory Research:
5.3.2. Descriptive Research
5.3.3. Causal Investigations

5.4. Types of Information
5.4.1. Elaboration: Primary and Secondary
5.4.2. Qualitative Nature
5.4.3. Qualitative Nature

5.5. Organization of Market Research
5.5.1. Internal Market Research Department
5.5.2. Research Outsourcing
5.5.3. Decision Factors: Internal Vs. External

5.6. Research Project Management
5.6.1. Market Research as a Process
5.6.2. Planning Stages in Market Research
5.6.3. Stages of Market Research Implementation
5.6.4. Managing a Research Project

5.7. Desk Studies
5.7.1. Objectives of Desk Studies
5.7.2. Sources of Secondary Information
5.7.3. Results of the Desk Studies

5.8. Field Work
5.8.1. Obtaining Primary Information
5.8.2. Organization of Information Gathering
5.8.3. Interviewer Control

5.9. Online Market Research
5.9.1. Quantitative Research Tools in Online Markets
5.9.2. Dynamic Qualitative Customer Research Tools

5.10. The Market Research Proposal
5.10.1. Objectives and Methodology
5.10.2. Completion Deadlines
5.10.3. Budget

Module 6. Qualitative Research Techniques

6.1. Introduction to Qualitative Research

6.1.1. Objectives of Qualitative Research
6.1.2. Sources of Qualitative Information
6.1.3. Characteristics of Qualitative Information

6.2. Group Dynamics

6.2.1. Concepts and Objectives
6.2.2. Organization and Implementation
6.2.3. Group Dynamics Results

6.3. The In-Depth Interview

6.3.1. Concepts and Objectives
6.3.2. The In-Depth Interview Process
6.3.3. Application of the In-Depth Interviews

6.4. Projective Techniques

6.4.1. Concepts and Objectives
6.4.2. Main Projective Techniques

6.5. Creativity Techniques

6.5.1. Concepts and Objectives
6.5.2. Intuitive Techniques: Brainstorming
6.5.3. Formal Techniques: Delphi Method
6.5.4. Other Creativity Techniques

6.6. Observation as a Qualitative Technique

6.6.1. Concept and Applications
6.6.2. Observation Scenarios
6.6.3. Technical Resources
6.6.4. Assessment of the Observation

6.7. Neuromarketing: The Responses of the Brain

6.7.1. Concept and Applications
6.7.2. Observation Scenarios in Neuromarketing
6.7.3. Neuromarketing Techniques

6.8. Pseudo-Purchase

6.8.1. Concept and Applications
6.8.2. Pseudo-Purchase Scenarios
6.8.3. Mystery Shopper

6.9. Digital Qualitative Research

6.9.1. Description and Characteristics
6.9.2. Main Online Qualitative Techniques

6.10. Application of Qualitative Research

6.10.1. Structure of Qualitative Research Results
6.10.2. Projection of Qualitative Research Results
6.10.3. Decision-Making Applications

Module 7. Quantitative Research Techniques

7.1. Introduction to Quantitative Research
7.1.1. Quantitative Research Objectives
7.1.2. Sources of Quantitative Information
7.1.3. Characteristics of Quantitative Information

7.2. Personal Survey
7.2.1. Concept and Characteristics
7.2.2. Types of Personal Survey
7.2.3. Advantages and Disadvantages of the Personal Survey

7.3. The Telephone Survey
7.3.1. Concept and Characteristics
7.3.2. Types of Telephone Survey
7.3.3. Advantages and Disadvantages of the Telephone Survey

7.4. Self-Administered Survey
7.4.1. Concept and Characteristics
7.4.2. Online Survey
7.4.3. Postal and E-mail Surveys
7.4.4. Survey by Personal Delivery

7.5. The Omnibus
7.5.1. Concept and Characteristics
7.5.2. Omnibus Results
7.5.3. Types of Omnibus

7.6. The Panel
7.6.1. Concept and Characteristics
7.6.2. Panel Results
7.6.3. Panel Types

7.7. The Tracking
7.7.1. Concept and Characteristics
7.7.2. Tracking Results
7.7.3. Types of Tracking

7.8. Observation as a Quantitative Technique
7.8.1. Concept and Usefulness
7.8.2. Observation Scenarios
7.8.3. Technical Resources
7.8.4. Results of Quantitative Observation

7.9. Experimentation
7.9.1. Concept and Characteristics
7.9.2. Product Testing
7.9.3. Market Test

7.10. Application of Quantitative Research
7.10.1. Structure of Quantitative Research Results
7.10.2. Projection of Quantitative Research Results
7.10.3. Decision-Making Applications

Module 8. Market Research Production

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

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

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

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

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

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

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

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

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

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

Module 9. Internet Analytics and Metrics

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

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

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

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

9.5. Digital Metrics
9.5.1. Basic Metrics
9.5.2. Ratios
9.5.3. Setting Objectives and KPIs

9.6. Strategy Analysis Areas
9.6.1. Web Traffic Acquisition
9.6.2. Activation
9.6.3. Conversion
9.6.4. Loyalty

9.7. Data Science and Big Data
9.7.1. Business Intelligence
9.7.2. Methodology and Analysis of Large Volumes of Data
9.7.3. Data Extraction, Processing, and Loading

9.8. Web Analytics Tools
9.8.1. Technological Basis of WA Tool
9.8.2. Logs and Tags
9.8.3. Basic and Ad-hoc Labeling

9.9. Data Visualization
9.9.1. Viewing and Interpreting Dashboards
9.9.2. Converting Data into a Value
9.9.3. Integrating Sources
9.9.4. Presenting Reports

9.10. Mobile Analytics
9.10.1. Mobile Measurement and Analysis Methodologies
9.10.2. Mobile Metrics: Main KPIs
9.10.3. Profitability Analysis
9.10.4. Mobile Analytics

Module 10. Analysis of Results and Market Research Applications

10.1. Information Analysis Plan

10.1.1. Data Preparation
10.1.2. Stages of the Analysis Plan
10.1.3. Outline of the Analysis Plan

10.2. Descriptive Analysis of Information

10.2.1. Concept of Descriptive Analysis
10.2.2. Types of Descriptive Analysis
10.2.3. Statistical Programs in Descriptive Analysis

10.3. Bivariate Analysis

10.3.1. Hypothesis Contrast
10.3.2. Types of Bivariate Analysis
10.3.3. Statistical Programs in Bivariate Analysis

10.4. Multivariate Dependency Analysis

10.4.1. Concept and Characteristics
10.4.2 Types of Multivariate Dependency Analyses

10.5. Multivariate Analysis of Interdependence

10.5.1. Concept and Characteristics
10.5.2. Types of Multivariate Interdependence Analyses

10.6. Market Research Findings

10.6.1. Differentiation of Information Analysis
10.6.2. Joint Interpretation of Information
10.6.3. Application of the Conclusions to the Object of the Research

10.7. Creating a Report

10.7.1. Concept, Utility and Types
10.7.2. Structure of the Report
10.7.3. Editorial Standards

10.8. International Market Research

10.8.1. Introduction to International Market Research
10.8.2. International Market Research Process
10.8.3. The Importance of Secondary Sources in International Research

10.9. Feasibility Studies

10.9.1. Obtaining Information on Purchasing Behavior and Motives
10.9.2. Analysis and Assessment of the Competitive Offer
10.9.3. Market Structure and Potential
10.9.4. Purchase Intention
10.9.5. Feasibility Results

10.10. Voting Intention Studies

10.10.1. Pre-Election Studies
10.10.2. Exit Polls
10.10.3. Vote Estimates

Module 11. Leadership, Ethics and Social Responsibility in Companies

11.1. Globalization and Governance

11.1.1. Governance and Corporate Governance
11.1.2. The Fundamentals of Corporate Governance in Companies
11.1.3. The Role of the Board of Directors in the Corporate Governance Framework

11.2. Leadership

11.2.1. Leadership A Conceptual Approach
11.2.2. Leadership in Companies
11.2.3. The Importance of Leaders in Business Management

11.3. Cross Cultural Management

11.3.1. Cross Cultural Management Concept
11.3.2. Contributions to Knowledge of National Cultures
11.3.3. Diversity Management

11.4. Management and Leadership Development

11.4.1. Concept of Management Development
11.4.2. Concept of Leadership
11.4.3. Leadership Theories
11.4.4. Leadership Styles
11.4.5. Intelligence in Leadership
11.4.6. The Challenges of Today's Leader

11.5. Business Ethics

11.5.1. Ethics and Morality
11.5.2. Business Ethics
11.5.3. Leadership and Ethics in Companies

11.6. Sustainability

11.6.1. Sustainability and Sustainable Development
11.6.2. The 2030 Agenda
11.6.3. Sustainable Companies

11.7. Corporate Social Responsibility

11.7.1. International Dimensions of Corporate Social Responsibility
11.7.2. Implementing Corporate Social Responsibility
11.7.3. The Impact and Measurement of Corporate Social Responsibility

11.8. Responsible Management Systems and Tools

11.8.1. CSR: Corporate Social Responsibility
11.8.2. Essential Aspects for Implementing a Responsible Management Strategy
11.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
11.8.4. CSR Tools and Standards

11.9. Multinationals and Human Rights

11.9.1. Globalization, Multinational Companies and Human Rights
11.9.2. Multinational Corporations and International Law
11.9.3. Legal Instruments for Multinationals in the Area of Human Rights

Module 12. People and Talent Management

12.1. Strategic People Management
12.1.1. Strategic Human Resources Management
12.1.2. Strategic People Management

12.2. Human Resources Management by Competencies
12.2.1. Analysis of the Potential
12.2.2. Remuneration Policy
12.2.3. Career/Succession Planning

12.3. Performance Evaluation and Performance Management
12.3.1. Performance Management
12.3.2. Performance Management: Objectives and Process

12.4. Innovation in Talent and People Management
12.4.1. Strategic Talent Management Models
12.4.2. Talent Identification, Training and Development
12.4.3. Loyalty and Retention
12.4.4. Proactivity and Innovation

12.5. Motivation
12.5.1. The Nature of Motivation
12.5.2. Expectations Theory
12.5.3. Needs Theory
12.5.4. Motivation and Financial Compensation

12.6. Developing High Performance Teams
12.6.1. High-Performance Teams: Self-Managed Teams
12.6.2. Methodologies for the Management of High Performance Self-Managed Teams

12.7. Change Management
12.7.1. Change Management
12.7.2. Type of Change Management Processes
12.7.3. Stages or Phases in the Change Management Process

12.8. Negotiation and Conflict Management
12.8.1 Negotiation
12.8.2 Conflicts Management
12.8.3 Crisis Management

12.9. Executive Communication
12.9.1. Internal and External Communication in the Corporate Environment
12.9.2. Communication Departments
12.9.3. The Person in Charge of Communication of the Company The Profile of the Dircom

12.10. Productivity, Attraction, Retention and Activation of Talent
12.10.1. Productivity
12.10.2. Talent Attraction and Retention Levers

Module 13. Economic and Financial Management

13.1. Economic Environment
13.1.1. Macroeconomic Environment and the National Financial System
13.1.2. Financial Institutions
13.1.3. Financial Markets
13.1.4. Financial Assets
13.1.5. Other Financial Sector Entities

13.2. Executive Accounting
13.2.1. Basic Concepts
13.2.2. The Company's Assets
13.2.3. The Company's Liabilities
13.2.4. The Company's Net Worth
13.2.5. The Income Statement

13.3. Information Systems and Business Intelligence
13.3.1. Fundamentals and Classification
13.3.2. Cost Allocation Phases and Methods
13.3.3. Choice of Cost Center and Impact

13.4. Budget and Management Control
13.4.1. The Budget Model
13.4.2. The Capital Budget
13.4.3. The Operating Budget
13.4.5. Treasury Budget
13.4.6. Budget Monitoring

13.5. Financial Management
13.5.1. The Company's Financial Decisions
13.5.2. Financial Department
13.5.3. Cash Surpluses
13.5.4. Risks Associated with Financial Management
13.5.5. Financial Administration Risk Management

13.6. Financial Planning
13.6.1. Definition of Financial Planning
13.6.2. Actions to be Taken in Financial Planning
13.6.3. Creation and Establishment of the Business Strategy
13.6.4. The Cash Flow Table
13.6.5. The Working Capital Table

13.7. Corporate Financial Strategy
13.7.1. Corporate Strategy and Sources of Financing
13.7.2. Financial Products for Corporate Financing

13.8. Strategic Financing
13.8.1. Self-financing
13.8.2. Increase in Equity
13.8.3. Hybrid Resources
13.8.4. Financing Through Intermediaries

13.9. Financial Analysis and Planning
13.9.1. Analysis of the Balance Sheet
13.9.2. Analysis of the Income Statement
13.9.3. Profitability Analysis

13.10. Analyzing and Solving Cases/ Problems
13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 14. Executive Management

14.1. General Management
14.1.1. The Concept of General Management
14.1.2. The Role of the CEO
14.1.3. The CEO and their Responsibilities
14.1.4. Transforming the Work of Management

14.2. Manager Functions: Organizational Culture and Approaches
14.2.1. Manager Functions: Organizational Culture and Approaches

14.3. Operations Management
14.3.1. The Importance of Management
14.3.2. Value Chain
14.3.3. Quality Management

14.4. Public Speaking and Spokesperson Education
14.4.1. Interpersonal Communication
14.4.2. Communication Skills and Influence
14.4.3. Communication Barriers

14.5. Personal and Organizational Communications Tools
14.5.1. Interpersonal Communication
14.5.2. Interpersonal Communication Tools
14.5.3. Communication in the Organization
14.5.4. Tools in the Organization

14.6. Communication in Crisis Situations
14.6.1. Crisis
14.6.2. Phases of the Crisis
14.6.3. Messages: Contents and Moments

14.7. Preparation of a Crisis Plan
14.7.1. Analysis of Possible Problems
14.7.2. Planning
14.7.3. Adequacy of Personnel

14.8. Emotional Intelligence
14.8.1. Emotional Intelligence and Communication
14.8.2. Assertiveness, Empathy, and Active Listening
14.8.3. Self-Esteem and Emotional Communication

14.9. Personal Branding
14.9.1. Strategies for Personal Brand Development
14.9.2. Personal Branding Laws
14.9.3. Tools for Creating Personal Brands

14.10. Leadership and Team Management
14.10.1. Leadership and Leadership Styles
14.10.2. Leader Capabilities and Challenges
14.10.3. Managing Change Processes
14.10.4. Managing Multicultural Teams

07
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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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

30%

10%

8%

3%

30%

15%

4%
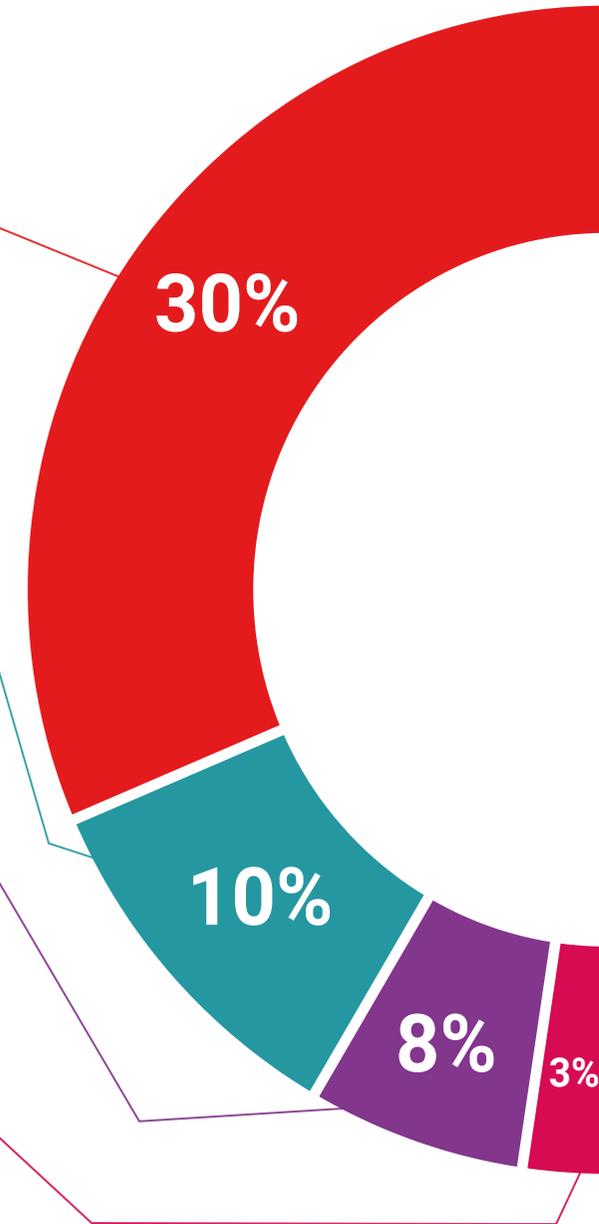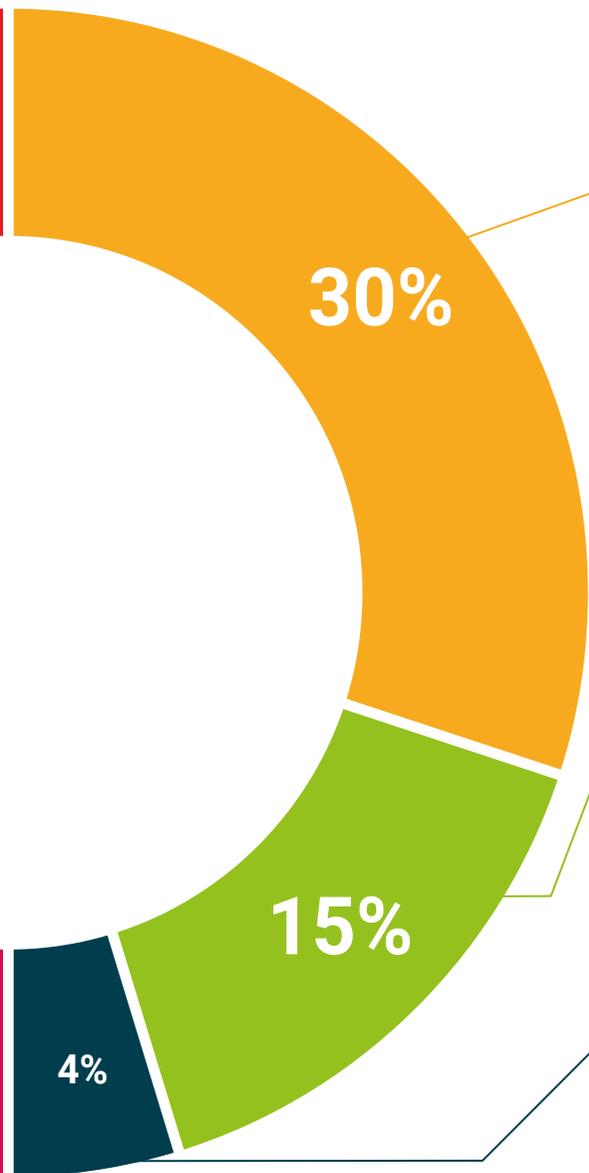
Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

We periodically 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.

Our Students' Profiles

The MBA in Market Research and Techniques Management is a program aimed at people with university studies, who want to transform their career and orient it towards market research management. In this way, they are students in search of excellence, who do not miss the opportunity to continue specializing in related areas. Additionally, the diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

tech

"

If you are looking for an interesting career enhancement while continuing to work, this is the program for you"

Average Age

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

Years of Experience

10 to 15 years **28%**

Up to 5 years **11%**

5 to 10 years **32%**

More than 15 years **29%**

Training

Economics **32%**

Business **27%**

Senior Management **22%**

Social Sciences **6%**

Other **13%**

Educational Profile

Banking **15%**

Consulting **28%**

Entrepreneurs **25%**

Trade **22%**

Other **10%**
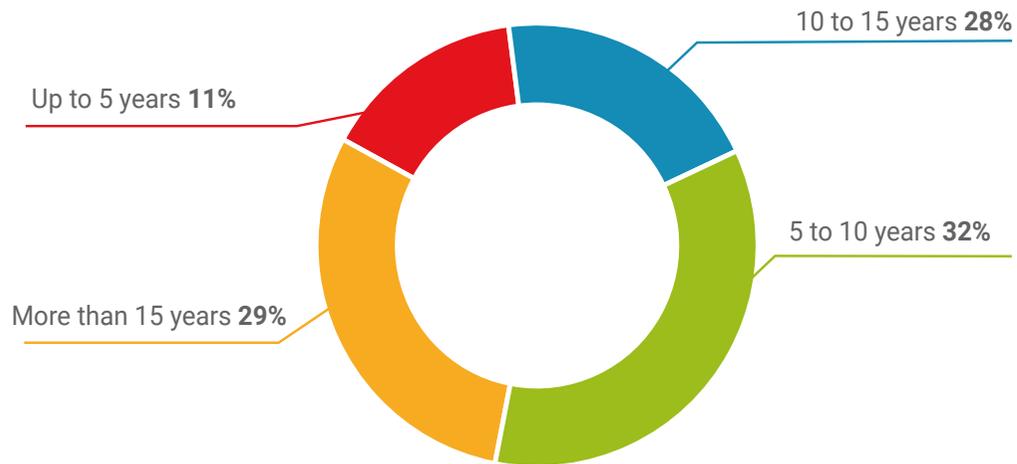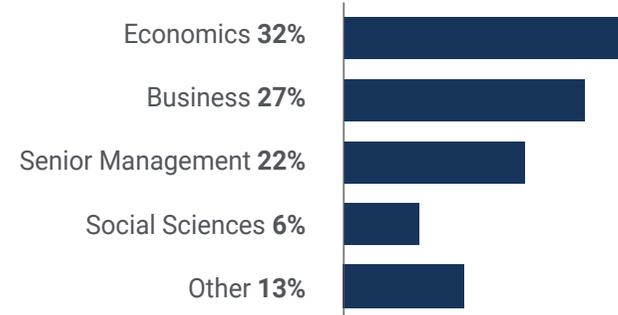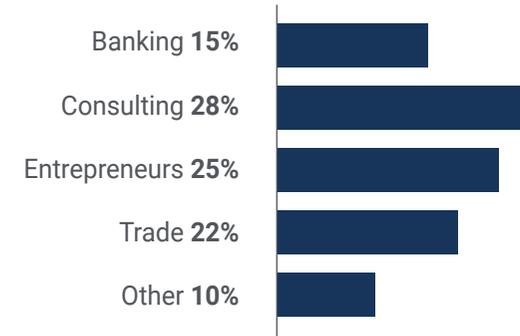
Geographical Distribution

Country	%
USA	9%
Spain	38%
Mexico	21%
Colombia	7%
Argentina	12%
Chile	5%
Peru	2%
Other	6%
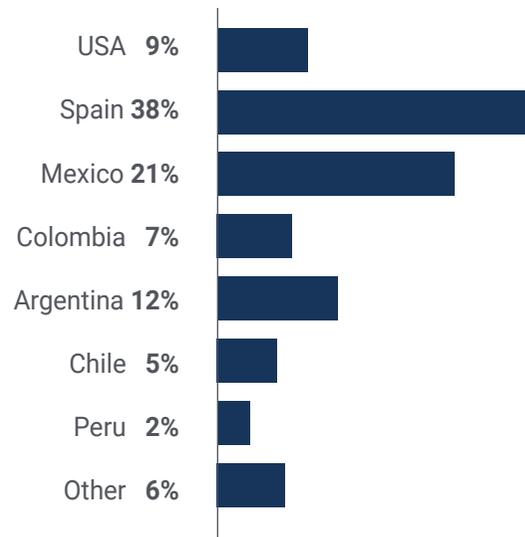
Fátima Díaz

Market Research Manager at a Multinational Company

"Completing this TECH program has given me a great opportunity to get up to date on the main tools and techniques for market research. I have been working in this field for years and wanted to update my knowledge to keep up to date with the latest developments. Without a doubt, my academic journey at this university has been excellent and I will come back to do another specialization here"

09
Course Management

The program includes in its teaching staff leading experts in Market Research and Techniques Management, who bring to this program the experience of their years of work. Additionally, other specialists of recognized prestige in related areas participate in its design and elaboration, completing the Executive Master's Degree in an interdisciplinary way, making it, therefore, a unique and highly nourishing experience at an academic level for the student.

A high-level teaching staff to teach professionals who seek excellence"

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams,** Jennifer Dove is an expert in **technology recruitment and strategy.** Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBC Universal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition at Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies into recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.
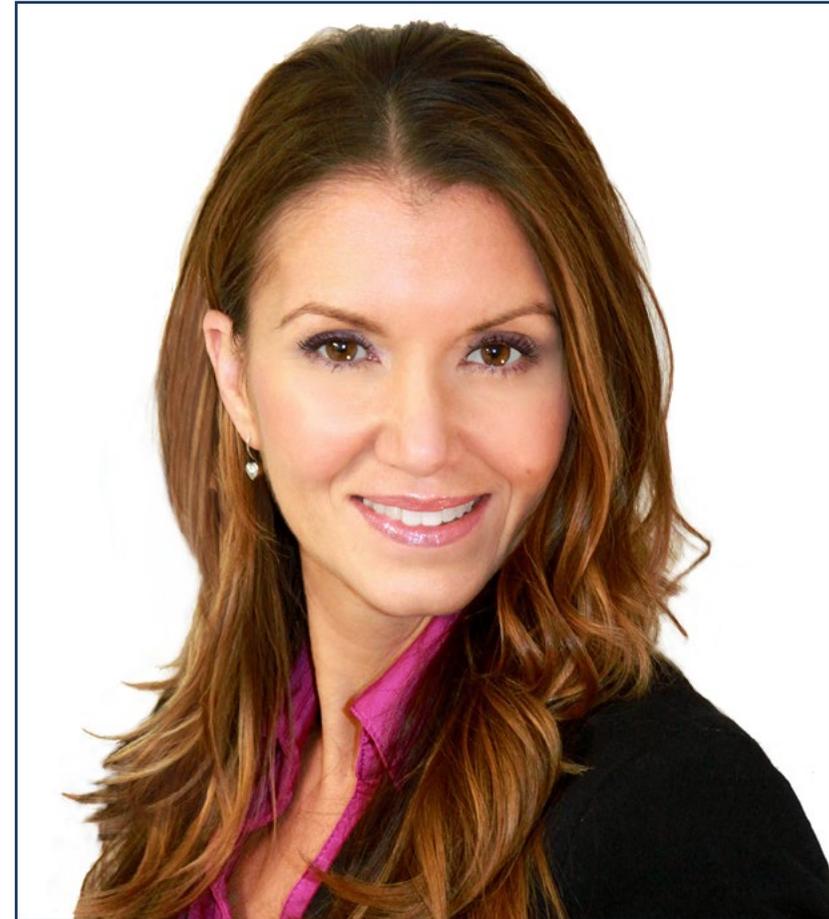
Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

" *Thanks to TECH you will be able to learn with the best professionals in the world"*

International Guest Director

A technology leader with decades of experience in **major technology multinationals,** Rick Gauthier has developed prominently in the field of clouds services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon h**as allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.

D. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, USA
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

"

Take the opportunity to learn about the latest advances in this field to apply it to your daily practice"

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy** and **Consulting.** Through that extended trajectory, he has taken different risks and is a permanent advocate for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders,** focused on their **customers** and the **digital world.**

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff** and **shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential.** With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers' complex decarbonization** demands **supporting** a **"cost-effective decarbonization"** and **overhauling** a fragmented **data, digital and technology landscape.** Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications** of **Artificial Intelligence,** a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce.**

Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Graduate of the University of Leeds
- Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- IMD Executive Digital Transformation Course

"

Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"

International Guest Director

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Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

"

Bet on TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"

International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact** on the **Fashion sector**. Throughout his successful career he has developed different tasks related to **Product**, **Merchandising** and **Communication**. All this linked to prestigious brands such as**Giorgio Armani**, **Dolce&Gabbana**, **Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute**concrete actions** aligned to specific **business objectives**. In addition, he is recognized for his **proactivity** and **adaptation to fast-paced work rhythms**. To all this, this expert adds a**strong commercial awareness**, **market vision** and a **genuine passion** for **products**.

As **Global Brand and Merchandising Director** at **Giorgio Armani**, he has overseen a variety of **Marketing strategies** for **apparel** and **accessories**. His tactics have also focused on **retail** and **consumer needs** and **behavior**. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as **team leader** in the **Design**, **Communication** and **Sales** departments.

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure**, **development** and **marketing** of **different collections**. In turn, he has been in charge of creating **effective calendars** for **buying and selling campaigns.**
He has also been in charge of the **terms**, **costs**, **processes** and **delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion** and **Luxury**. A high managerial capacity with which he has managed to effectively implement the **positive positioning** of **different brands** and redefine their key performance indicators (KPI).
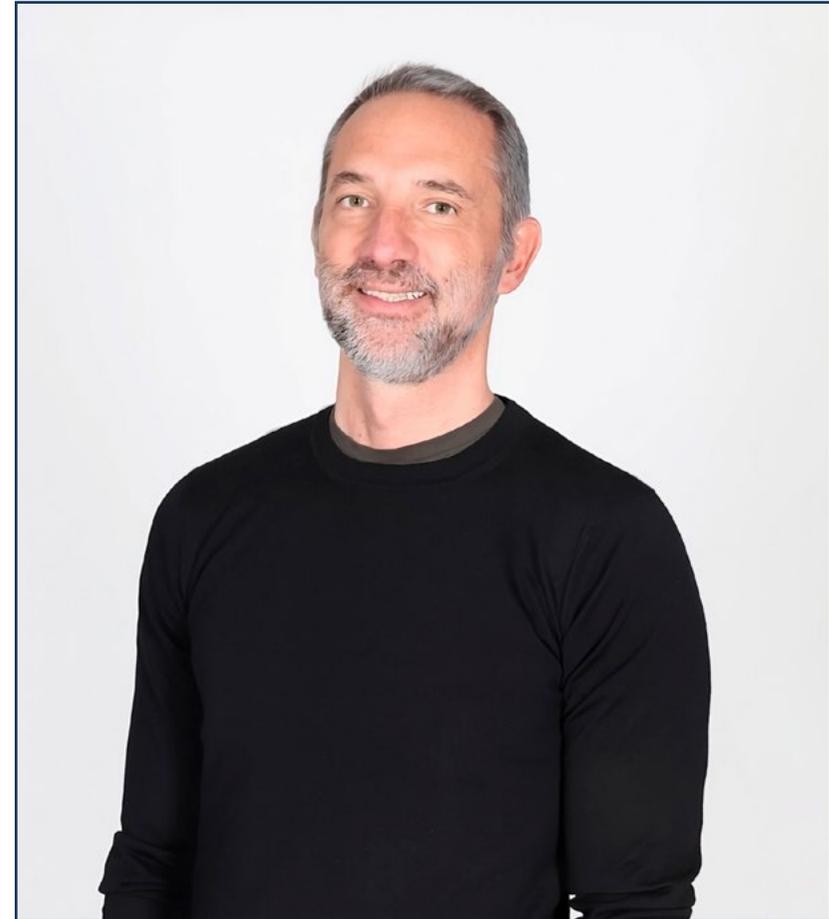
Ms. La Sala, Andrea

- Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

"

The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence internationally.** His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull.** Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform,** the largest of its kind in the world that is anchored in the cloud aimed at **Big Data analysis**. In addition, he has held the position of **Director** of **Business Intelligence** at **Red Bull,** covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley,** in the United States, and the **University of Copenhagen,** in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader** of the **new global economy,** centered on the drive for data and its infinite possibilities.

Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Cafe
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

Study at the best online university in the world according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"

International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery.** In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in production **strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers.**

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling.** In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business.** Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media.**

Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- M.A. in Creative Writing from the University of California
- B.S. in Telecommunications from the University of Florida

Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process"

International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation** in **world-class** sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact** at **NASCAR,** based in **Florida, USA.** With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs,** managing more than a dozen disciplines ranging from **strategic development** to **entertainment marketing.**

Nyquist has also made a significant mark on Chicago's top sports franchises. As **Executive Vice President** of the **Chicago Bulls** and **Chicago White Sox** franchises, he has demonstrated his ability to drive **business** and **strategic success** in the world of **professional sports..**

Finally, it is worth noting that he began his career in sports while working in **New York as a senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation.**

Mr. Nyquist, Eric

- Director of Communications and Impact at NASCAR, Florida, USA
- Senior Vice President of Strategic Development at NASCAR, Florida, United States
- Vice President of Strategic Planning at NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President at Chicago White Sox Franchises
- Executive Vice President at Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Juris Doctor from the University of Chicago
- Master's Degree in Business Administration-MBA from the University of Chicago Booth School of Business
- B.A. in International Economics from Carleton College

"

Thanks to this university program, 100% online, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"

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
- Diploma in Marketing in ESEM Business School

10
Impact on Your Career

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

"
We put all our tools at your fingertips to help you get the boost you need to move up the career ladder"

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

The Research and Techniques Management at TECH Global University is an intense program that prepares students to face challenges and business decisions both nationally and internationally. The main objective is to promote personal and professional growth. Helping students achieve success.

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

If you are looking for a better job, enhance your specialization at TECH Global University.

Our program will help you achieve a positive change in your career in a short period of time.

Time of Change

During the program	During the first year	After 2 years
15%	**59%**	**26%**

Type of change

Internal Promotion **42%**

Change of Company **40%**

Entrepreneurship **8%**
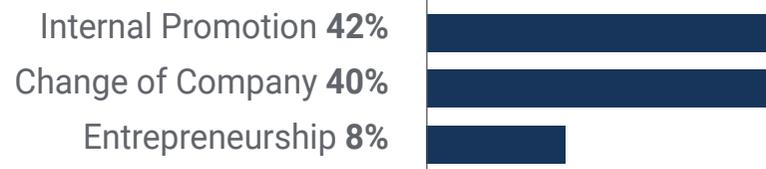
Salary increase

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

Salary before	A salary increase of	Salary after
€ 57,900	**25.22%**	**€ 72,500**

Benefits for Your Company

This MBA in Market Research and Techniques Management contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. It is, without a doubt, a key option to achieve a change in the way you work and, therefore, be more effective and efficient in your daily work, which will mean a positive advance for your company.

As a result, participating in this MBA in Market Research and Techniques Management is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients or suppliers.

Your new perspectives and business strategies will be a plus for your organization"

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.

12

Certificate

The MBA in Market Research and Techniques Management guarantees, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree issued by TECH Global University.

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

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

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

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

Title: **Executive Master's Degree in MBA in Market Research and Techniques Management**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**

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Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Executive Master's Degree in MBA in Market Research and Techniques Management

This is a private qualification of 2,700 hours of duration equivalent to 90 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

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Executive Master's Degree in MBA in Market Research and Techniques Management

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	90
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total 90	

General Structure of the Syllabus

Year	Subject	ECTS	Type
1°	Management and Strategy of Companies and Organizations	6	CO
1°	Principles of Strategic Marketing	6	CO
1°	Marketing Processes and Variables	6	CO
1°	Market and Customer Management	6	CO
1°	Introduction to Market Research	6	CO
1°	Qualitative Research Techniques	6	CO
1°	Quantitative Research Techniques	6	CO
1°	Market Research Production	6	CO
1°	Internet Analytics and Metrics	6	CO
1°	Analysis of Results and Market Research Applications	6	CO
1°	Leadership, Ethics and Social Responsibility in Companies	6	CO
1°	People and Talent Management	6	CO
1°	Commercial and Strategic Marketing Management	6	CO
1°	Executive Management	12	CO

Dr. Pedro Navarro Illana
Dean

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

Executive Master's Degree
MBA in Market Research and Techniques Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **90 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree
MBA in Market Research and Techniques Management

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