

# Executive Master's Degree Market Research and Techniques Management

**M M R T M**



## Executive Master's Degree Market Research and Techniques Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Executives or middle management with demonstrable experience in managerial areas

Website: [www.techtute.com/pk/school-of-business/executive-master-degree/master-market-research-techniques-management](http://www.techtute.com/pk/school-of-business/executive-master-degree/master-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.



Executive Master's Degree in Market Research and Techniques Management.  
TECH Technological University



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*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"*

02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

**95%** | of TECH students successfully complete their studies



### Networking

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

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

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

**500+** | collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

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



### Academic Excellence

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



### Economy of Scale

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



### Learn with the best

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

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

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

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





“

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

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

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

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

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

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

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

# 04 Objectives

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



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

Your goals are our goals.

We work together to help you achieve them.

The Executive Master's Degree in Market Research and Techniques Management will enable students to:

01

Define the latest trends developments in business management

04

Develop a marketing plan for the company

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

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

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

07

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

10

Acquire management and leadership skills



11

Knowing 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

123

↑30,9 %

respecto a los últimos 7 días

Sesiones

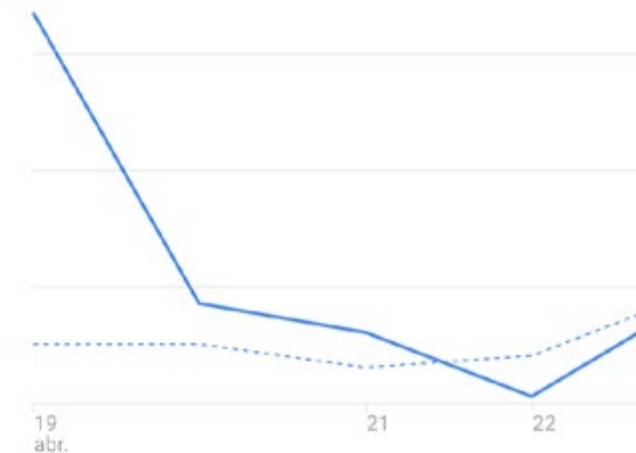
164

↑12,3 %

Porcentaje

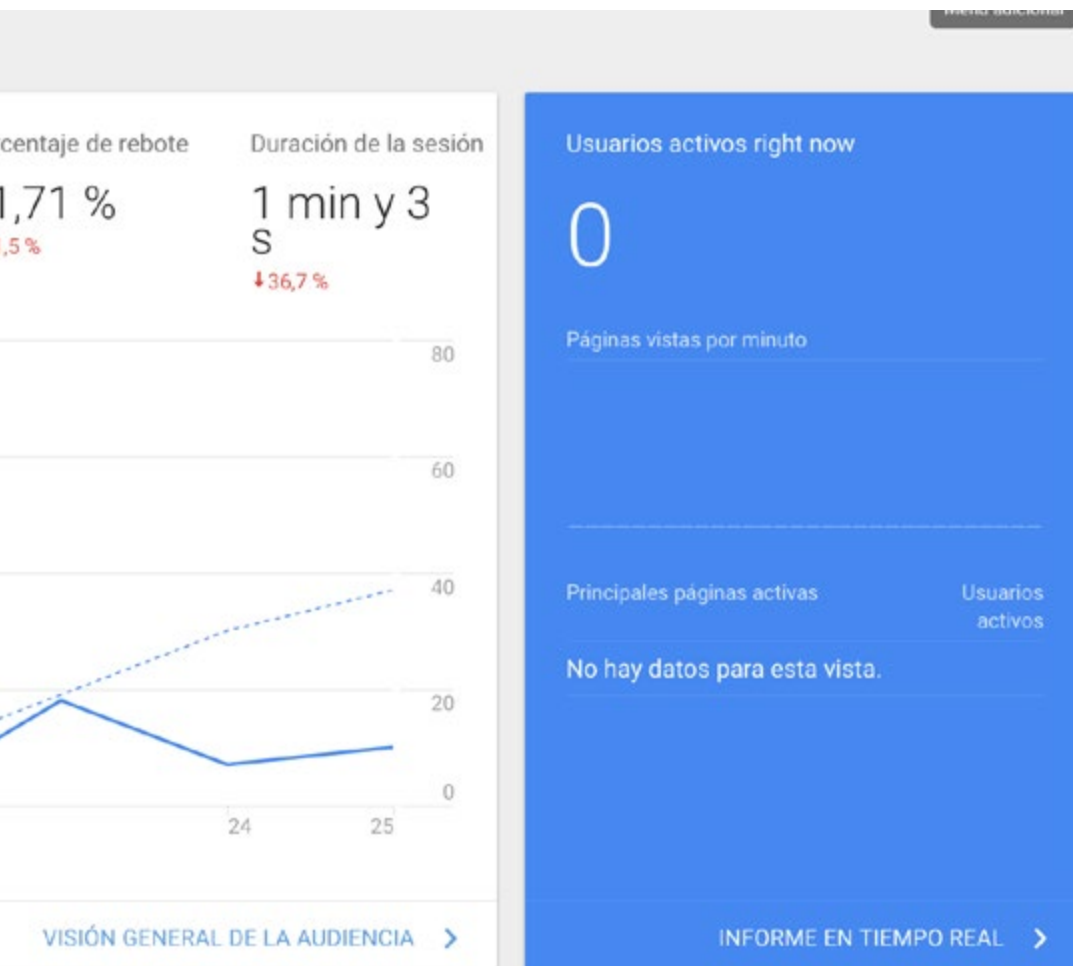
81

↑11



Últimos 7 días

¿Cómo obtiene usuarios?



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 useful for the company

# 05 Skills

After passing the assessments of the Professional Master's Degree in Market Research and Techniques Management, the professional will have acquired the necessary skills for a quality and up to date practice, based on the most innovative teaching methodology.





“

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

01

Strategic planning in line with the company's objectives

03

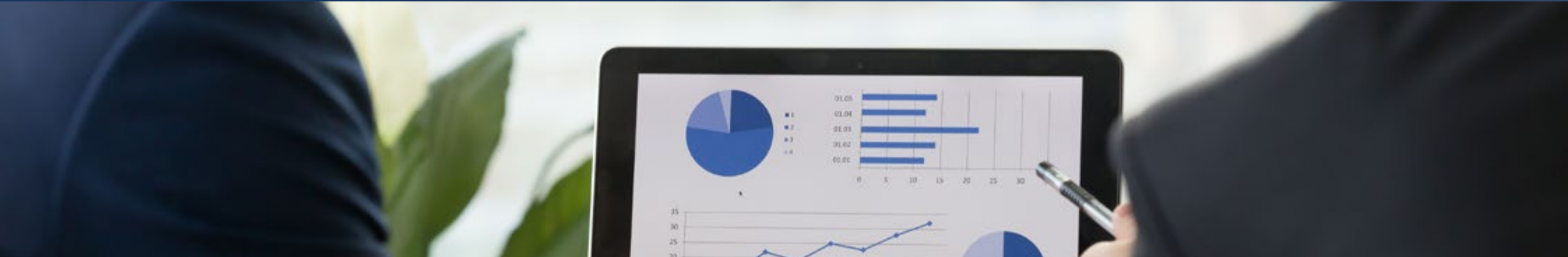
Use marketing tools to publicize the company and achieve an online reputation appropriate to the objectives

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

08

Know how to conduct questionnaires and interviews necessary for market research

06

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

09

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

07

Apply quantitative and qualitative research techniques and qualitative

10

Conduct national and international market research

# 06

# Structure and Content

The Professional Master's Degree 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 Technological 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 Professional Master's Degree in Market Research and Techniques Management of TECH Technological University is an intensive program that prepares the student to face challenges and business decisions globally. The content of this program is designed to promote the development of managerial skills that enable more thorough decision-making in uncertain environments.

Over the course of 1,500 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 Professional Master's Degree 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 business management and administration. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide competencies to solve critical situations in a creative and efficient way.

This program takes place over 12 months and is distributed into 10 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

### Where, When and How is it Taught?

TECH offers the possibility of developing this Executive Master's Degree in Market Research and Techniques Management completely online. Over the course of 12 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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



**Module 1. 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 Appraisal**

- 1.9.1. Investment Assessment
- 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 Requirements of Segmentation
- 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 SIM

#### 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. Market Research Fundamentals**

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

**5.2. Applications of Market Research**

- 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. Market Research Types**

- 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. Quantitative Nature

**5.5. Organization of Market Research**

- 5.5.1. The 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. Cabinet Studies**

- 5.7.1. Objectives of the Cabinet Studies
- 5.7.2. Sources of Secondary Information
- 5.7.3. Results of the Cabinet 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. Viewing Data**

- 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



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.



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.



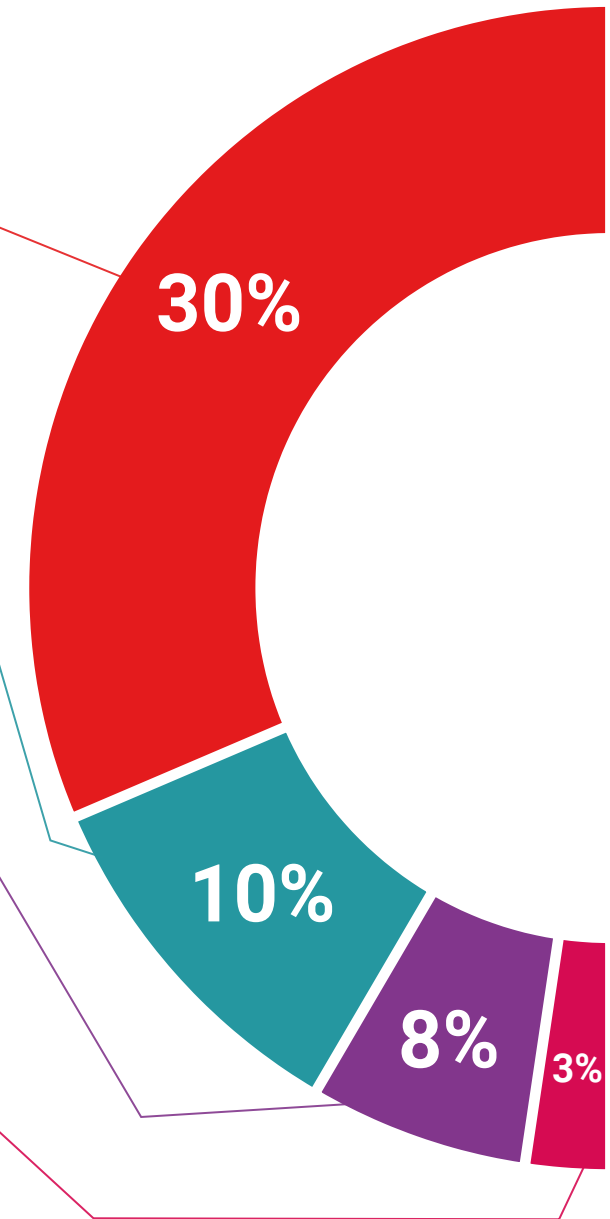
### Management Skills Exercises

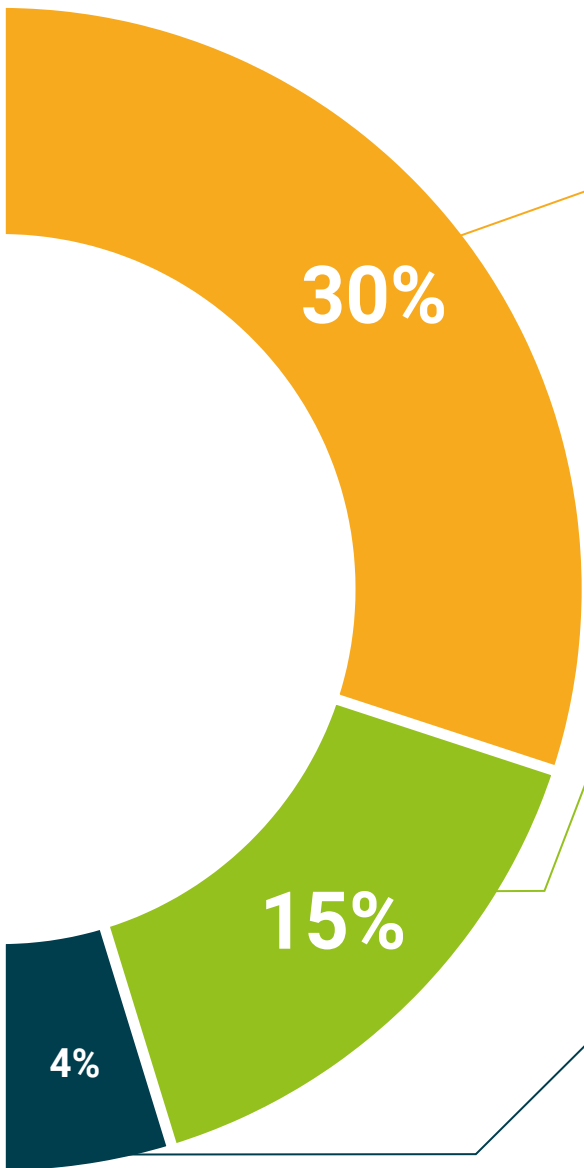
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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.



08

# Our Students' Profiles

The Executive Master's Degree 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.



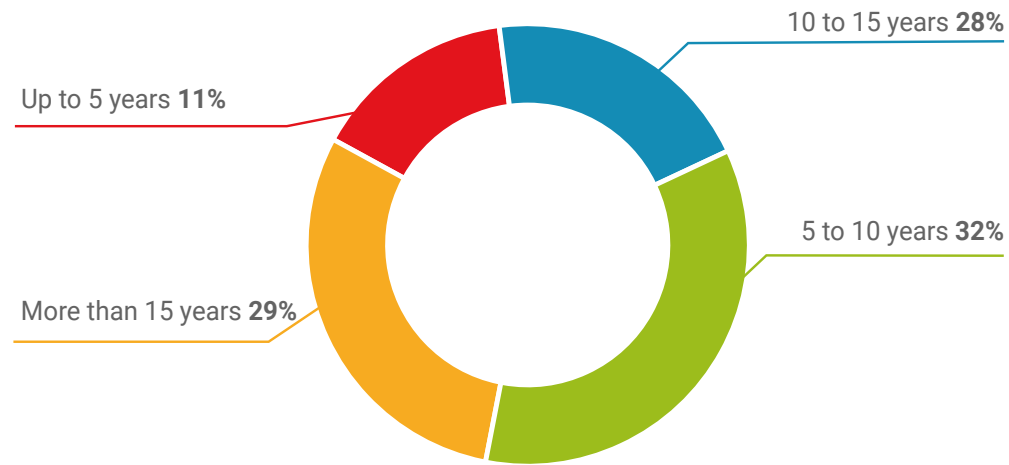
“

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

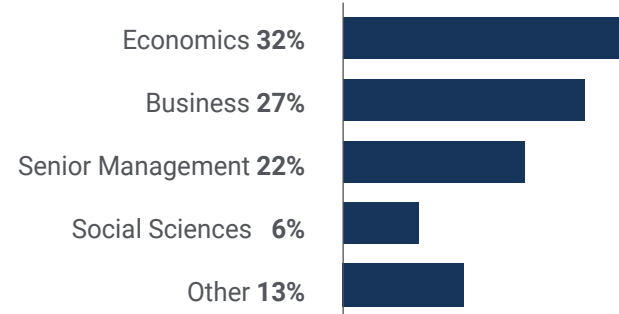
### Average Age

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

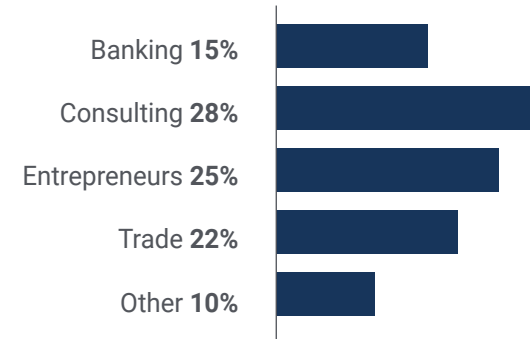
### Years of Experience



### Training



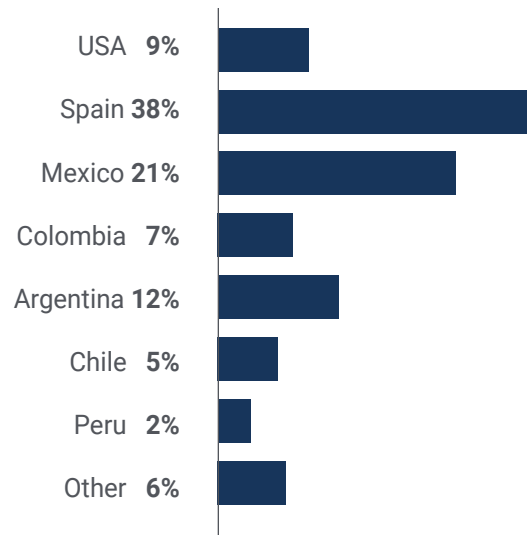
### Academic Profile





## Geographical Distribution

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## Fátima Díaz

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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"*

## 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 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 necessary skills and abilities that will allow them 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 Executive Master's Degree in Market Research and Techniques Management at TECH Technological University is an intense program that prepares the student to face business challenges and decisions globally. 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.

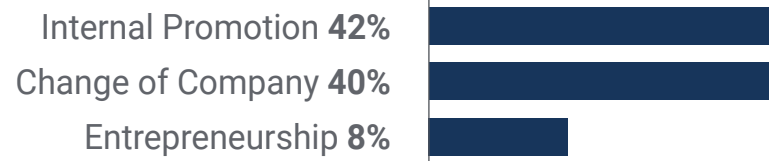
*If you are looking for a better job, enhance your training at TECH Technological University.*

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

#### When the change occurs



#### Type of change





### Salary increase

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



11

# Benefits for Your Company

This Executive Master's Degree 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 Executive Master's Degree 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

### Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

---

02

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

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

03

### Building agents of change

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

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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**

Be able to work on a real project or develop new projects in the R&D or Business Development area of your company.

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06

### **Increased competitiveness**

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

# 12 Certificate

The Executive Master's Degree in Market Research and Techniques Management guarantees students, in addition to the most rigorous and up to date education, access to a Executive Master's Degree certificate issued by TECH Technological University.



“

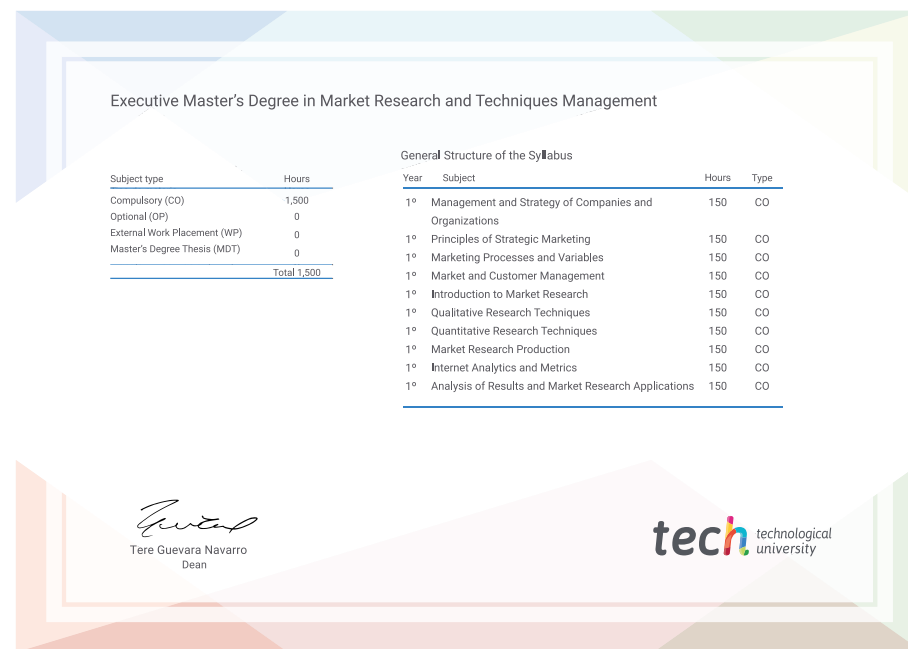
*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Executive Master's Degree in Market Research and Techniques Management** contains the most complete and up to date program on the market.

After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** certificate issued by **TECH Technological University** via tracked delivery\*.

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

**Title: Executive Master's Degree in Market Research and Techniques Management**  
**Official N° of hours: 1,500 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.





## Executive Master's Degree Market Research and Techniques Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Executive Master's Degree Market Research and Techniques Management

