

# Postgraduate Certificate Social, Commercial Research and Market Analysis



## Postgraduate Certificate Social, Commercial Research and Market Analysis

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

Website: [www.techtitute.com/us/engineering/postgraduate-certificate/social-commercial-research-market-analysis](http://www.techtitute.com/us/engineering/postgraduate-certificate/social-commercial-research-market-analysis)

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01

# Introduction

Nowadays, competition in the marketplace is becoming increasingly intense, so engineers must keep up-to-date with the latest trends in social and commercial research. This will enable them to design innovative products and services that meet the changing needs of consumers. For this reason, TECH has designed a program that allows students to maximize their knowledge of aspects such as Online Market Research, Desk Studies or Fieldwork, among others. All this, thanks to a 100% online format and with the most dynamic and practical multimedia materials available in the academic market.



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*Acquire new skills on the Organization of Market Research or Types of Information, thanks to TECH”*

Studying social, commercial research and market analysis is essential for an engineer because it provides them with the tools necessary to collect and analyze consumer and market data, identify market opportunities, and develop innovative products and services. Acquiring this ability to understand consumer needs and market trends is critical to the success of any company and engineers who possess these skills have a competitive advantage in the marketplace.

For this reason, TECH has designed a Postgraduate Certificate in Social, Commercial Research and Market Analysis with which it seeks to provide students with the skills and competencies necessary to be able to perform their work as specialists, with the highest possible efficiency and quality. Therefore, throughout this program, aspects such as Social and Market Research, Cabinet Studies, Sources of Information or Information Collection Techniques will be addressed.

All this, through a convenient 100% online format that allows students to organize their schedules and studies, combining them with their other work and interests of the day to day. In addition, this program has the most complete theoretical and practical materials on the market, which facilitates the student's study process and allows them to achieve their objectives quickly and efficiently.

This **Postgraduate Certificate in Social, Commercial Research and Market Analysis** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ The development of case studies presented by experts in Social, Commercial Research and Market Analysis
- ◆ The graphic, schematic and eminently practical contents with which it is conceived provide sporting and practical information on those disciplines that are essential for professional practice
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*Achieve your full potential in the field of Online Market Research in only 12 weeks and with total freedom of organization"*

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*Delve into Research  
Project Management from  
the comfort of your home  
and at any time of the day”*

The program's teaching staff includes professionals from sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Access all the content on Types  
of Market Research or Sources  
of Information from your  
Tablet, cell phone or computer.*

*Enhance your professional profile  
in one of the most promising  
areas in the field of Economic  
Statistics, thanks to TECH and  
the most innovative materials.*



# 02

# Objectives

The final objective of this Postgraduate Certificate in Social, Commercial Research and Market Analysis is that the student acquires a precise up-to-date knowledge in this area. An up-to-date that will allow the student to perform their work with the highest possible quality. All this, thanks to TECH and a 100% online format that gives total freedom of organization and schedules to the student.







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*Delve into all the essential aspects of the Sources and Techniques of Social and Market Information Gathering, without leaving your home and without the need to travel”*



## General Objectives

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- ◆ Apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the development and defense of arguments and problem solving within their area of study
- ◆ Perform basic operations related to information debugging
- ◆ Use the appropriate sources of information for each type of applied study
- ◆ Describe the main sources of aggregate output growth of an economy in the long run
- ◆ Calculate and use elasticities and cost-of-living indexes



*Exceed your highest expectations, thanks to a unique program with the most complete theoretical and practical materials in the academic market, thanks to TECH”*





## Specific Objectives

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- ◆ Sensitize participants to the importance of commercial research on tactical and strategic decision making in companies and organizations in general
- ◆ Stimulate critical thinking and self-reflection on the content of the program
- ◆ Understand and critically evaluate surveys as a social research technique, and to develop the necessary skills to design, implement and analyze surveys
- ◆ Make a good selection of information
- ◆ Delve into the fundamentals of market research and the concept of marketing
- ◆ Know in detail the different types of marketing research

# 03

# Structure and Content

The structure and all the didactic resources of this syllabus have been designed by the renowned professionals that make up TECH's team of experts in this area of engineering. These specialists have used their extensive experience and their most advanced knowledge to create practical and completely up-to-date contents. All this, based on the most efficient teaching methodology, TECH's Relearning.





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*Acquire new skills and better knowledge about  
Commercial Research and Market Analysis,  
thanks to the most innovative didactic materials”*

**Module 1. Sources and Techniques for Gathering Social and Market Information**

- 1.1. Concept of Social and Market Research
  - 1.1.1. Definition
  - 1.1.2. Qualities
  - 1.1.3. Role of Social and Market Research
- 1.2. Social and Market Research
  - 1.2.1. Objectives
  - 1.2.2. Scope
  - 1.2.3. Planning
  - 1.2.4. Design
- 1.3. Information Sources
  - 1.3.1. Concept
  - 1.3.2. Types of Information Sources
  - 1.3.3. Secondary Sources
  - 1.3.4. Primary Sources
- 1.4. Search Strategies, Measurement of Information Sources and Evaluation
  - 1.4.1. Type of Strategies
  - 1.4.2. Selection of Information
  - 1.4.3. Assessment of Information
- 1.5. Information Collection Methods and Techniques
  - 1.5.1. Methodological Processes
    - 1.5.1.1. Initial Approach
    - 1.5.1.2. Research Planning
    - 1.5.1.3. Data Collection
    - 1.5.1.4. Analysis of Results
    - 1.5.1.5. Creating a Report
  - 1.5.2. Projective Techniques
  - 1.5.3. Observation
  - 1.5.4. Pseudo-Shopping or Mystery Shopping
- 1.6. The Impact of New Information Gathering Techniques and Their Specific Supports
  - 1.6.1. Survey
  - 1.6.2. Panels
  - 1.6.3. Observation
  - 1.6.4. Questionnaire and Collection Protocols
- 1.7. Qualitative Methods for Obtaining Information
  - 1.7.1. Survey Characteristics
  - 1.7.2. Types of Surveys
  - 1.7.3. Questionnaire Design
  - 1.7.4. Questionnaire Structure and Sequence
- 1.8. Field Work
  - 1.8.1. Fieldwork Planning
  - 1.8.2. Sequential Process of Data Collection
  - 1.8.3. Methods
    - 1.8.3.1. Quantitative
    - 1.8.3.2. Non-Quantitative
  - 1.8.4. Evaluation of Field Work
- 1.9. Sampling in Social and Market Research
  - 1.9.1. The Sampling Process in Market Research
  - 1.9.2. Sampling Methods
  - 1.9.3. Sample Size Determination
  - 1.9.4. Sample Error
- 1.10. Marketing Information Systems
  - 1.10.1. Concept
  - 1.10.2. Opportunity and Threat Analysis
  - 1.10.3. Objectives
  - 1.10.4. Marketing Strategies
  - 1.10.5. Actions, Results and Control

## Module 2. Commercial Research and Market Analysis: Procedures and Applications

- 2.1. Fundamentals of Marketing Research
  - 2.1.1. Concept of Marketing Research and Marketing
  - 2.1.2. Utility of Market Research
  - 2.1.3. Market Research Ethics
- 2.2. Market Research Applications
  - 2.2.1. The Value of Research for Managers
  - 2.2.2. Factors in the Decision to Investigate the Market
  - 2.2.3. Main Objectives of Market Research
- 2.3. Types of Market Research
  - 2.3.1. Exploratory Research
  - 2.3.2. Descriptive Research
  - 2.3.3. Causal Investigations
- 2.4. Types of Information
  - 2.4.1. Elaboration: Primary and Secondary
  - 2.4.2. Qualitative Nature
  - 2.4.3. Quantitative Nature
- 2.5. Organisation of Market Research
  - 2.5.1. Internal Market Research Department
  - 2.5.2. Research Outsourcing
  - 2.5.3. Decision Factors: Internal Vs. External
- 2.6. Research Project Management
  - 2.6.1. Market Research as a Process
  - 2.6.2. Planning Stages in Market Research
  - 2.6.3. Execution Stages in Marketing Research
  - 2.6.4. Managing a Research Project
- 2.7. Desk Studies
  - 2.7.1. Objectives of Desk Studies
  - 2.7.2. Sources of Secondary Information
  - 2.7.3. Results of the Desk Studies

- 2.8. Field Work
  - 2.8.1. Obtaining Primary Information
  - 2.8.2. Organization of Information Gathering
  - 2.8.3. Interviewer Control
- 2.9. Online Market Research
  - 2.9.1. Quantitative Research Tools for Online Markets
  - 2.9.2. Dynamic Qualitative Customer Research Tools
- 2.10. The Market Research Proposal
  - 2.10.1. Objectives and Methodology
  - 2.10.2. Completion Deadlines
  - 2.10.3. Budget



*With the most efficient pedagogical methodology, TECH Relearning, you will be able to acquire new knowledge in a precise and natural way, without spending too much time studying”*

# 04

# 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.







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*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"*

### 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"*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

The case method is the most widely used learning system in the best faculties in the world. 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 that you are presented with in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

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 university is the only one in the world authorized to employ 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.

This methodology has 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, and financial markets and 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 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.



05

# Certificate

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





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

This **Postgraduate Certificate in Social, Commercial Research and Market Analysis** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Certificate in Social, Commercial Research and Market Analysis**

Official N° of Hours: **300 h.**



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

future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

**tech** technological  
university

personalized service innovation

knowledge present

online training

development lang

virtual classroom

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