

# Postgraduate Diploma Research and Markets





## Postgraduate Diploma Research and Markets

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

Website: [www.techtitute.com/us/engineering/postgraduate-diploma/postgraduate-diploma-research-markets](http://www.techtitute.com/us/engineering/postgraduate-diploma/postgraduate-diploma-research-markets)

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# 01

# Introduction

In the field of market research, Applied Statistics is an indispensable guide for decision making and the establishment of guidelines for action in agreement with the social, economic or political trends to be studied. However, this discipline requires a broad and specialized knowledge of the most useful and effective sources and techniques for collecting information, something that the engineer will be able to work on with the course of this program. Through 450 hours of multidisciplinary academic experience, the student will be immersed in an exhaustive journey through the basics of commercial research and market analysis, focusing on the procedures and applications of this area in the current context. All this during 6 months in which, undoubtedly, will enhance the use of the best of segmentation and survey processing techniques through a 100% online program.



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*A 100% online program that will make you a significant reference in the field of market research through Applied Statistics”*

Statistics is undoubtedly one of the most important tools in market research. Thanks to the techniques for collecting, analyzing and managing information handled by this discipline, it is possible to interpret data on current or future trends or behaviors, allowing professionals in this field to offer efficient and effective guidelines for marketing actions, political campaigns, advertising, etc. Thanks to the use of probability variables, decision making is carried out in a safer way, increasing the possibilities of achieving the objectives set by any company or entity.

Based on this, TECH and its team of professionals in the field of Applied Statistics have developed this Postgraduate Diploma, a complete and comprehensive academic experience 100% online through which the student will be able to immerse themselves in this field through 450 hours of multidisciplinary training. It is a program that delves into the sources and techniques for collecting social and market information, as well as the strategies for commercial research and analysis, its procedures and its wide range of applications. Furthermore, the student will learn in detail the latest segmentation and survey processing techniques through an exhaustive tour of the main study and analysis methods.

It is, therefore, a unique opportunity to acquire a broad and specialized knowledge through a flexible, complete and dynamic academic experience. In addition to the syllabus, the student will have a multitude of additional material presented in different formats: detailed videos, research articles, additional readings, dynamic summaries, use cases to perfect their skills and much more! In conclusion: everything you need to acquire from this Postgraduate Diploma a professional management of the highest level on market research in the current context.

This **Postgraduate Diploma in Research and Markets** 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 Applied Statistics
- ◆ The graphic, schematic and practical contents of the book provide technical and practical information on those disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used 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



*In just 450 hours of multidisciplinary academic experience, you will master the main sources and techniques for collecting social and market information"*

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*Would you like to implement the most innovative fundamentals of market research into your practice? Don't wait any longer and enroll in this program that will provide you with everything you need to achieve it”*

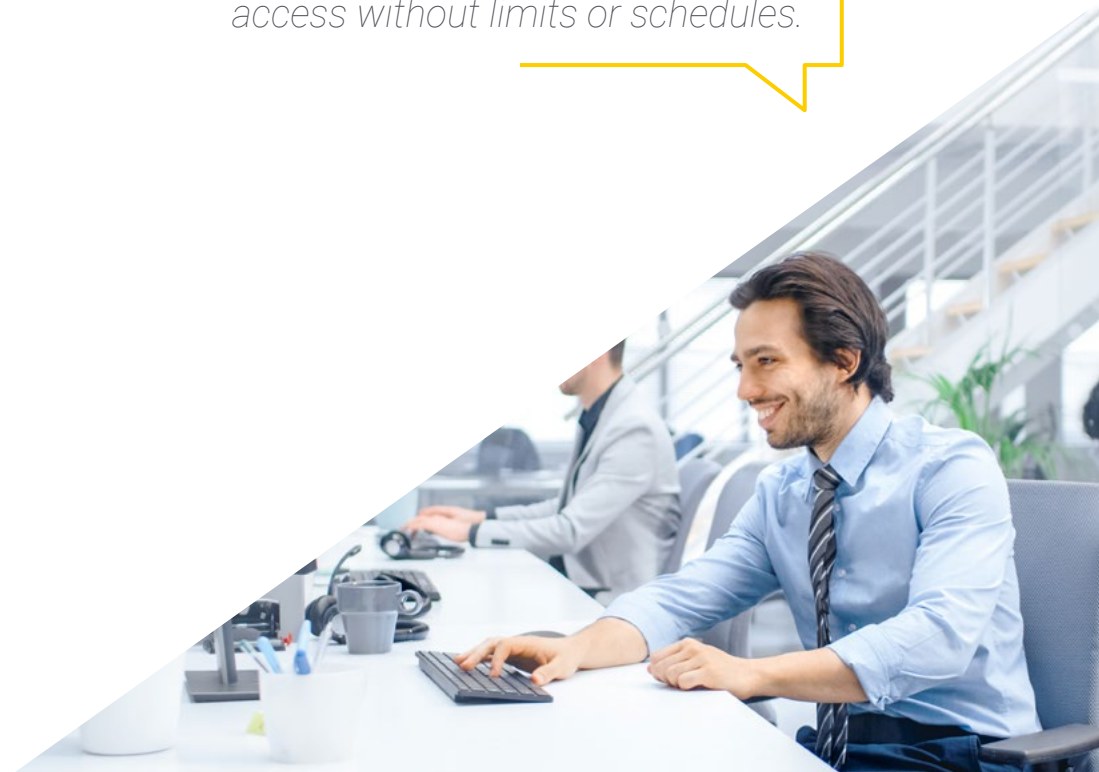
*If you are looking for a program that delves deeper into the strategies of information source measurement and evaluation, this Postgraduate Diploma is perfect for you.*

*You will have access to a Virtual Campus compatible with any device with Internet connection, whether Tablet, PC or mobile device. In addition, you will be able to access without limits or schedules.*

It includes in its teaching staff a team of professionals in the sector who bring to this program the experience of their work, as well as recognized specialists from leading companies 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.



# 02

# Objectives

The development of this Postgraduate Diploma in Research and Markets has been carried out with the aim of making available to all professionals in this field the most comprehensive and innovative information, which allows them to specialize in this area in a guaranteed way and in just 6 months of 100% online learning. That is why TECH will provide students who choose this program with the theoretical, practical and additional material that will help them achieve their own objectives in a guaranteed way, through a flexible and dynamic academic experience, adapted to the current labor demand.





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*The more ambitious your objectives are, the more you will be able to get out of this Postgraduate Diploma thanks to all the theoretical, practical and additional material that you will have at your disposal”*



## General Objectives

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- ◆ Develop a broad and specialized knowledge on the use of the main sources and techniques for the collection of social and market information in the current statistical environment
- ◆ Provide the professional interested in this field with all the necessary material to acquire the skills of a true expert in Research and Markets
- ◆ Delve into the procedures and applications of market research in the current context, mainly in the commercial, economic and political fields



*One of the highlights of this program is the module dedicated exclusively to the development of market research proposals through an exhaustive analysis of the steps to be followed”*





## Specific Objectives

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### **Module 1. Sources and Techniques for Collecting Social and Market Information**

- ◆ 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

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

- ◆ Delve into the fundamentals of market research and the concept of marketing
- ◆ Know in detail the different types of marketing research

### **Module 3. Survey Segmentation and Processing Techniques**

- ◆ Acquire the necessary resources and skills to obtain, process and interpret data in various fields of science and especially in those in which information is collected by means of surveys
- ◆ Learn to analyze qualitative data from surveys, univariate, bivariate and multivariate



# 03

## Structure and Content

The success of this university lies in the quality of its programs, which, despite being presented in a convenient online format and guaranteeing a reduced course load, have a very high level of training, superior to any on-site program. This is possible thanks to the use of the best and most sophisticated academic tools, the most avant-garde teaching methodology and the collaboration of the best experts in the field. All this allows TECH to create highly beneficial programs for the professional development of any graduate through an educational experience tailored to their needs.





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*You will work with the most innovative and comprehensive content on segmentation and survey processing techniques, as well as the most effective algorithms for data analysis and management”*

## Module 1. Sources and Techniques for Collecting Social and Market Information

- 1.1. 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

## Module 3. Survey Segmentation and Processing Techniques

- 3.1. Sample Survey
  - 3.1.1. Objective of a Sample Survey. Most Common Data Collection Methods. Sources of Error in Surveys
  - 3.1.2. Sample Selection: Sampling and Size. Secondary Sources
  - 3.1.3. Official Surveys: National Institute of Statistics
  - 3.1.4. Some Official Surveys: National Health Survey, European Health Survey
- 3.2. Validity and Reliability of Questionnaires
  - 3.2.1. Factorial Validity
  - 3.2.2. Internal Consistency: Cronbach's Alpha
- 3.3. Statistical Analysis of Data from Two-Dimensional Contingency Tables
  - 3.3.1. Possible Analyses on a Two-Dimensional Contingency Table
  - 3.3.2. The Logic of Log-Linear Analysis: Decomposition of a Two-Dimensional Contingency Table Basic Elements of the Logarithmic-linear analysis. Effects and Parameters
  - 3.3.3. Calculation and Interpretation of Parameters
  - 3.3.4. Logarithmic-Linear Models for a Two-Way Table
  - 3.3.5. Hierarchical Models. Relationship Between Independence Hypotheses and Hierarchical Log-linear Models. Contrasts for the Significance of Parameters
  - 3.3.6. Contrasts for Significance of Effects. Contrasts for the Goodness-of-Fit of a Model

- 3.4. Study of a Contingency Table by Means of Correspondence Analysis
  - 3.4.1. Profiles and Chi-Square Distance
  - 3.4.2. Inertia Absorption
  - 3.4.3. Representation Quality
  - 3.4.4. Element Contribution to the Factor
  - 3.4.5. Contribution of the Factor to the Element. Principle of Distributional Equivalence
- 3.5. Segmentation Analysis: CHAID Algorithm
  - 3.5.1. Automatic Interaction Detection Methods
  - 3.5.2. CHAID Algorithm: Stages of the Process, Types of Predictors, Methods of Stopping the Algorithm
  - 3.5.3. Behavior of CHAID in the Presence of Simpson's Paradox
- 3.6. Statistical Analysis of Data from Three-Dimensional from Contingency Tables
  - 3.6.1. Concepts of Association and Interaction. Simpson's Paradox
  - 3.6.2. Components that Influence the Magnitude of Frequencies in a Three-Dimensional Contingency Table
    - 3.6.2.1. Complete Independence
    - 3.6.2.2. Multiple Independence and Conditional Independence
    - 3.6.2.3. Saturated Model for a Three-Way Table
  - 3.6.3. Logarithmic-Linear Hierarchical Models for a Three-Way Table
    - 3.6.3.1. Degrees of Freedom of the Models
    - 3.6.3.2. Relationship Between Independence Hypotheses and Logarithmic-Linear Hierarchical Models
  - 3.6.4. Evaluation of the Models. Significance Test for the Goodness-of-Fit of a Model. Significance Test of the Effects
- 3.7. Discrete Choice and Multidimensional Preference Models
  - 3.7.1. Discrete Choice Models
  - 3.7.2. Multidimensional Preference
- 3.8. Classification and Regression Trees and Random Forests
  - 3.8.1. Classification and Regression Trees
  - 3.8.2. Random Forests





- 3.9. Multidimensional scaling
  - 3.9.1. Introduction
  - 3.9.2. Distance and Similarity
  - 3.9.3. Classical Solution
  - 3.9.4. Similarities
- 3.10. Shopping Cart Analysis
  - 3.10.1. Shopping Cart Analysis
  - 3.10.2. Example of Applications

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*You have the perfect opportunity to reach the highest level in the field of market research thanks to a flexible, complete and dynamic program, but, above all, adapted to you”*

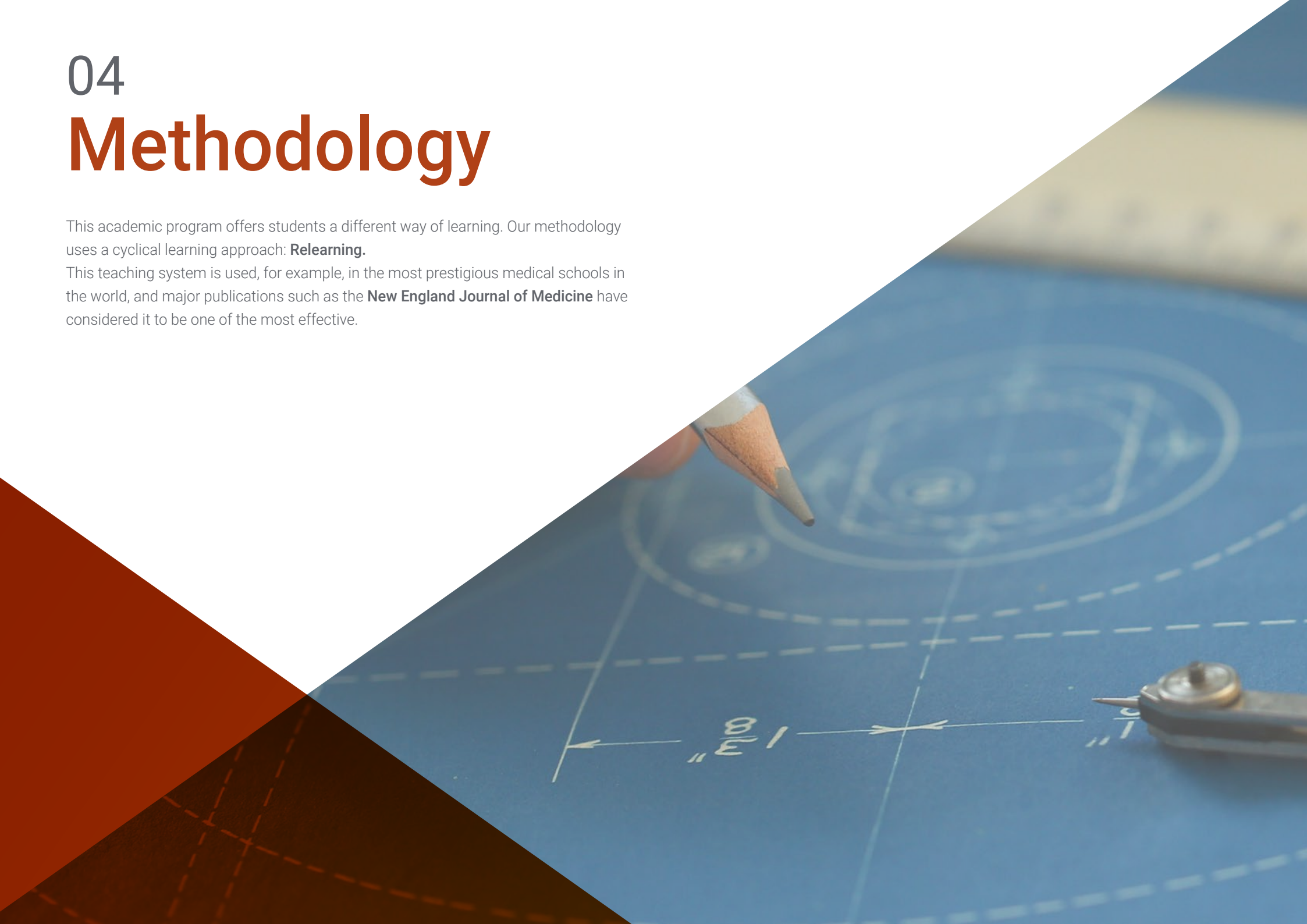


04

# 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.

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*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 Diploma in Research and Markets guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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"*

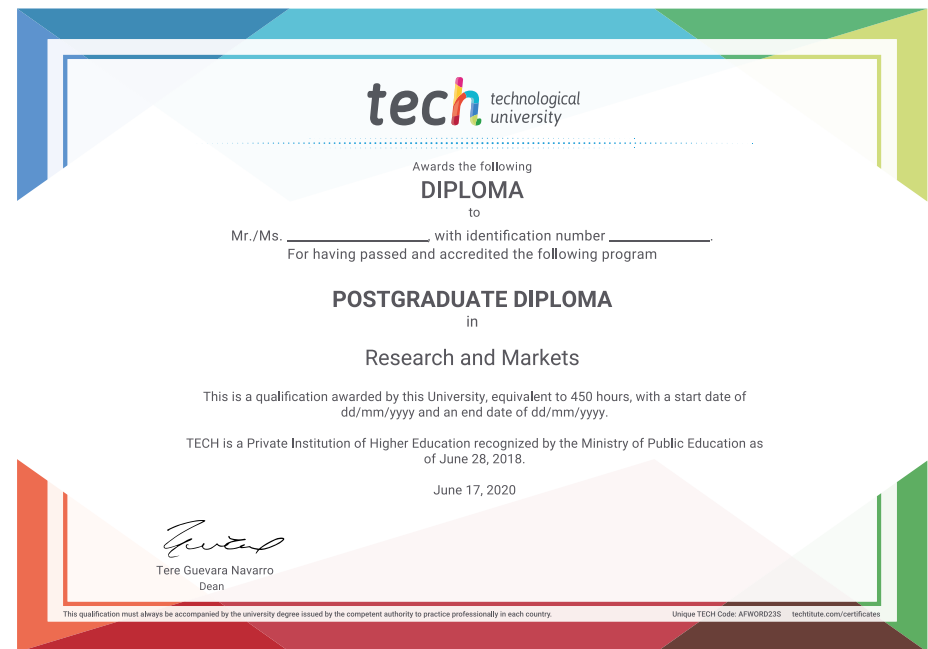
This **Postgraduate Diploma in Research and Markets** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Diploma in Research and Markets**

Official N° of Hours: **450 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

personalized service innovation

knowledge present quality

development language

virtual classroom



## Postgraduate Diploma Research and Markets

- » Modality: online
- » Duration: 6 months
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# Postgraduate Diploma Research and Markets

