# Advanced Master's Degree
## MBA in Market Research Management

AMDMBAMRM

tech *technological university*

# Advanced Master's Degree
## MBA in Market Research Management

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

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

# Index

## 01
# Welcome

Knowing the market in which we operate is essential to achieving better performance and, therefore, higher profits. Only by knowing the tastes of the customers and the competition, will it be possible to plan an adequate sales strategy that will lead the company to success. To this end, it is essential to carry out effective market research that clearly indicates the business strategies to be followed and where to direct our company. TECH has specifically designed this program containing the latest information on market research management so as to become more effective in this field.



MBA in Marketing Research Management.
TECH Technological University

*Specialize in an essential business sector, with the help of a team of professionals with extensive experience, who will teach you the keys to market research"*

## 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

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

### Academic Excellence

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

### Economy of Scale

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

### Learn with the best

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

Teachers representing 20 different nationalities.

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

# 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, you will be equipped to make global decisions with an innovative perspective and an international vision.

"
*One of our fundamental 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**
This **MBA in Marketing Research Management** will train you to:

**01** Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

**02** Develop the key leadership skills that should define working professionals

**03** Follow the sustainability criteria set by international standards when developing a business plan

**04** Develop strategies for making decisions in a complex and unstable environment

**05** Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives

**06** Develop the essential competencies to strategically manage the business activity

**07** Design innovative strategies and policies to improve management and business efficiency

**08** To understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits

**09** Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community

**10** Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

**11** Be able to manage the company's economic and financial plan

**12** Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately

**13** Be able to apply information and communication technologies to the different areas within a company

**16** Define the latest trends and developments in business management

**14** Carry out the marketing strategy that allows us to make our product known to our potential clients and to generate a suitable image of our company

**17** Build a plan for the development and improvement of personal and managerial skills

**15** Be able to develop all the phases of a business idea: Design, feasibility plan, execution, monitoring

**18** Develop strategies for making decisions in a complex and unstable environment

**19** Develop a marketing plan for the company

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

**21** Develop the main techniques in market research

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

**23** Know and apply the main digital tools for market analysis and metrics

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

**25** Acquire management and leadership skills

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

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

**28** Use marketing techniques to achieve a good reputation for our company

**29** Be able to manage and lead research projects

**30** Analyze the results obtained and reach conclusions useful for the company

05
# Skills

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

"*Conduct market research successfully and achieve the greatest benefits for your company*"

**01** Perform overall management of the company, applying leadership techniques that influence the performance of workers, in such a way that the company's objectives are achieved

**02** Be part of and lead the company's corporate and competitive strategy

**03** Resolve business conflicts and problems between workers

**04** Correctly manage teams to improve productivity and, therefore, the company's profits

**05** Exercise economic and financial control of a company

**06** Control the company's logistics processes, as well as purchasing and procurement

**07** Delve into the new business models associated with information systems

**08** Apply the most appropriate strategies to support e-commerce of the company's products

**09** Develop and lead marketing plans

**10** Focus on innovation in all processes and areas of the company

**11** Lead the different projects in a company

**12** Commit to sustainably developing the company, avoiding environmental impacts

**13** Strategic planning in line with the company's objectives

**16** Identify the different market segments

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

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

**17** Competitive positioning of the company

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

**20** Know how to conduct questionnaires and interviews necessary for market research

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

**19** Apply quantitative and qualitative research techniques

**22** Conduct national and international market research

06

# Structure and Content

The MBA in Market Research Management is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 2 years and is intended to be a unique and stimulating experience that lays the foundation for your success as a manager and entrepreneur.

*A curriculum specifically designed to enhance your training and help you achieve professional success"*

## Syllabus

This MBA in Market Research Management from TECH Technological University is an intensive program that prepares you to face challenges and business decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, you will analyze a multitude of practical cases through individual work, achieving high quality learning that will be fundamental for your professional development. It is, therefore, an authentic immersion in real business situations.

This MBA in Market Research Management deals in depth with the main areas of the company, and is designed for managers to understand marketing research management from a strategic, international and innovative perspective.

A plan designed for you, focused on professional improvement and that prepares you to achieve excellence in the field of leadership and business management. A program that understands both your and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This program is developed over 2 years and is divided into 18 modules:

| Module 1 | Leadership, Ethics, and CSR |
| Module 2 | Strategic Direction and Executive Management |
| Module 3 | People and Talent Management |
| Module 4 | Economic and Financial Management |
| Module 5 | Operations and Logistics Management |
| Module 6 | Information Systems Management |
| Module 7 | Commercial Management, Marketing, and Corporate Communication |
| Module 8 | Innovation and Project Management |
| Module 9 | Management and Strategy of Companies and Organizations |
| Module 10 | Principles of Strategic Marketing |
| Module 11 | Marketing Processes and Variables |
| Module 12 | Market and Customer Managem ent |
| Module 13 | Introduction to Market Research |
| Module 14 | Qualitative Research Techniques |
| Module 15 | Quantitative Research Techniques |
| Module 16 | Market Research Production |
| Module 17 | Internet Analytics and Metrics |
| Module 18 | Analysis of Results and Market Research Applications |

## Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. During the 2 years of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

## Module 1. Leadership, Ethics, and CSR

**1.1. Globalization and Governance**
1.1.1. Globalization and Trends: Internationalization of Markets
1.1.2. Economic Environment and Corporate Governance
1.1.3. Accountability

**1.2. Leadership**
1.2.1. Intercultural Environment
1.2.2. Leadership and Business Management
1.2.3. Management Roles and Responsibilities

**1.3. Business ethics**
1.3.1. Ethics and Integrity
1.3.2. Ethical Behavior in Companies
1.3.3. Deontology, Codes of Ethics and Codes of Conduct
1.3.4. Fraud and Corruption Prevention

**1.4. Sustainability**
1.4.1. Business and Sustainable Development
1.4.2. Social, Environmental, and Economic Impact
1.4.3. The 2030 Agenda and the SDGs

**1.5. Corporate Social Responsibility**
1.5.1. Corporate Social Responsibility
1.5.2. Roles and Responsibilities
1.5.3. Implementing Corporate Social Responsibility

## Module 2. Strategic Direction and Executive Management

**2.1. Organizational Analysis and Design**
2.1.1. Organizational Culture
2.1.2. Organisational analysis
2.1.3. Designing the Organizational Structure

**2.2. Corporate Strategy**
2.2.1. Corporate Level Strategy
2.2.2. Types of Corporate Level Strategies
2.2.3. Determining the Corporate Strategy
2.2.4. Corporate Strategy and Reputational Image

**2.3. Strategic Planning and Strategy Formulation**
2.3.1. Strategic Thinking
2.3.2. Strategic Planning and Formulation
2.3.3. Sustainability and Corporate Strategy

**2.4. Strategy Models and Patterns**
2.4.1. Wealth, Value, and Return on Investments
2.4.2. Methodologies Corporate Strategy
2.4.3. Growing and Consolidating the Corporate Strategy

**2.5. Strategic Management**
2.5.1. Strategic Mission, Vision, and Values
2.5.2. The Balanced Scorecard
2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
2.5.4. Strategic Management and Reporting

**2.6. Implementing and Executing Strategy**
2.6.1. Implementation strategy: Objectives, Actions and Impacts
2.6.2. Strategic Alignment and Supervision
2.6.3. Continuous Improvement Approach

**2.7. Executive Management**
2.7.1. Integrating Functional Strategies into the Global Business Strategies
2.7.2. Management Policy and Processes
2.7.3. Knowledge Management

**2.8. Analyzing and Solving Cases/Problems**
2.8.1. Problem Solving Methodology
2.8.2. Case Method
2.8.3. Positioning and Decision-Making

## Module 3. People and Talent Management

### 3.1. Organizational Behavior
3.1.1. Organizational Theory
3.1.2. Key Factors for Change in Organizations
3.1.3. Corporate Strategies, Types, and Knowledge Management

### 3.2. Strategic People Management
3.2.1. Job Design, Recruitment, and Selection
3.2.2. Human Resources Strategic Plan: Design and Implementation
3.2.3. Job Analysis, Design and Selection of People
3.2.4. Training and Professional Development

### 3.3. Management and Leadership Development
3.3.1. Management Skills: 21st Century Competencies and Skills
3.3.2. Non-Managerial Skills
3.3.3. Map of Skills and Abilities
3.3.4. Leadership and People Management

### 3.4. Change Management
3.4.1. Performance Analysis
3.4.2. Strategic Approach
3.4.3. Change Management: Key Factors, Process Design and Management
3.4.4. Continuous Improvement Approach

### 3.5. Negotiation and Conflict Management
3.5.1. Negotiation Objectives Differentiating Elements
3.5.2. Effective Negotiation Techniques
3.5.3. Conflicts: Factors and Types
3.5.4. Efficient Conflict Management: Negotiation and Communication

### 3.6. Executive Communication
3.6.1. Performance Analysis
3.6.2. Leading Change. Resistance to Change
3.6.3. Managing Change Processes
3.6.4. Managing Multicultural Teams

### 3.7. Team Management and People Performance
3.7.1. Multicultural and Multidisciplinary Environment
3.7.2. Team and People Management
3.7.3. Coaching and People Performance
3.7.4. Management Meetings: Planning and Time Management

### 3.8. Knowledge and Talent Management
3.8.1. Identifying Knowledge and Talent in Organizations
3.8.2. Corporate Knowledge and Talent Management Models
3.8.3. Creativity and Innovation

## Module 4. Economic and Financial Management

### 4.1. Economic Environment
4.1.1. Organizational Theory
4.1.2. Key Factors for Change in Organizations
4.1.3. Corporate Strategies, Types, and Knowledge Management

### 4.2. Executive Accounting
4.2.1. International Accounting Framework
4.2.2. Introduction to the Accounting Cycle Company Financial Statements
4.2.3. Company Financial Statements
4.2.4. Analysis of Financial Statements: Decision-Making

### 4.3. Budget and Management Control
4.3.1. Budgetary Planning
4.3.2. Management Control: Design and Objectives
4.3.3. Supervision and Reporting

### 4.4. Corporate Tax Responsibility
4.4.1. Corporate Tax Responsibility
4.4.2. Tax Procedure: A Case-Country Approach

### 4.5. Corporate Control Systems
4.5.1. Types of Control
4.5.2. Regulatory Compliance
4.5.3. Internal Auditing
4.5.4. External Auditing

### 4.6. Financial Management
4.6.1. Introduction to Financial Management
4.6.2. Financial Management and Corporate Strategy
4.6.3. Chief Financial Officer (CFO): Managerial Skills

### 4.7. Financial Planning
4.7.1. Business Models and Financing Needs
4.7.2. Financial Analysis Tools
4.7.3. Short-Term Financial Planning
4.7.4. Long-Term Financial Planning

### 4.8. Corporate Financial Strategy
4.8.1. Corporate Financial Investments
4.8.2. Strategic Growth: Types

### 4.9. Macroeconomic Context
4.9.1. Macroeconomic Analysis
4.9.2. Economic Indicators
4.9.3. Economic Cycle

### 4.10. Strategic Financing
4.10.1. Banking Business: Current Environment
4.10.2. Risk Analysis and Management

### 4.11. Money and Capital Markets
4.11.1. Fixed Income Market
4.11.2. Equity Market
4.11.3. Valuation of Companies

### 4.12. Analyzing and Solving Cases/Problems
4.12.1. Problem Solving Methodology
4.12.2. Case Method

## Module 5. Operations and Logistics Management

**5.1. Operations Management**
5.1.1. Define the Operations Strategy
5.1.2. Supply Chain Planning and Control
5.1.3. Indicator Systems

**5.2. Purchasing Management**
5.2.1. Stock Management
5.2.2. Warehouse Management
5.2.3. Purchasing and Procurement Management

**5.3. Supply Chain Management I**
5.3.1. Costs and Efficiency of the Operations Chain
5.3.2. Change in Demand Patterns
5.3.3. Change in Operations Strategy

**5.4. Supply Chain Management II. Implementation**
5.4.1. Lean Manufacturing/Lean Thinking
5.4.2. Logistics Management
5.4.3. Purchasing

**5.5. Logistical Processes**
5.5.1. Organization and Management by Processes
5.5.2. Procurement, Production, Distribution
5.5.3. Quality, Quality Costs, and Tools
5.5.4. After-Sales Service

**5.6. Logistics and Customers**
5.6.1. Demand Analysis and Forecasting
5.6.2. Sales Forecasting and Planning
5.6.3. Collaborative Planning, Forecasting, and Replacement

**5.7. International Logistics**
5.7.1. Customs, Export and Import processes
5.7.2. Methods and Means of International Payment
5.7.3. International Logistics Platforms

**5.8. Competing through Operations**
5.8.1. Innovation in Operations as a Competitive Advantage in the Company
5.8.2. Emerging Technologies and Sciences
5.8.3. Information Systems in Operations

## Module 6. Information Systems Management

**6.1. Information Systems Management**
6.1.1. Business Information Systems
6.1.2. Strategic Decisions
6.1.3. The Role of the CIO

**6.2. Information Technology and Business Strategy**
6.2.1. Company and Industry Sector Analysis
6.2.2. Online Business Models
6.2.3. The Value of IT in a Company

**6.3. IS Strategic Planning**
6.3.1. The Process of Strategic Planning
6.3.2. Formulating the IS Strategy
6.3.3. Strategy Implementation Plan

**6.4. Information Systems and Business Intelligence**
6.4.1. CRM and Business Intelligence
6.4.2. Business Intelligence Project Management
6.4.3. Business Intelligence Architecture

**6.5. New ICT-Based Business Models**
5.5.1. Technology-Based Business Models
5.5.2. Innovation Abilities
5.5.3. Redesigning the Value Chain Processes

**6.6. E-Commerce**
6.6.1. E-Commerce Strategic Plan
6.6.2. Logistics Management and Customer Service in E-Commerce
6.6.3. E-Commerce as an Opportunity for Internationalization

**6.7. E-Business Strategies**
6.7.1. Social Media Strategies
6.7.2. Optimizing Service Channels and Customer Support
6.7.3. Digital Regulation

**6.8. Digital Business.**
6.8.1. Mobile E-Commerce
6.8.2. Design and Usability
6.8.3. E-Commerce Operations

## Module 7. Commercial Management, Marketing, and Corporate Communication

### 7.1. Commercial Management
7.1.1. Sales Management
7.1.2. Commercial Strategy
7.1.3. Sales and Negotiation Techniques
7.1.4. Management of Sales Teams

### 7.2. Marketing
7.2.1. Marketing and the Impact on the Company
7.2.2. Basic Marketing Variables
7.2.3. Marketing Plan

### 7.3. Strategic Marketing Management
7.3.1. Sources of Innovation
7.3.2. Current Trends in Marketing
7.3.3. Marketing Tools
7.3.4. Marketing Strategy and Communication with Customers

### 7. 4. Digital Marketing Strategy
7.4.1. Approach to Digital Marketing
7.4.2. Digital Marketing Tools
7.4.3. Inbound Marketing and the Evolution of Digital Marketing

### 7.5. Sales and Communication Strategy
7.5.1. Positioning and Promotion
7.5.2. Public Relations
7.5.3. Sales and Communication Strategy

### 7.6. Corporate Communication
7.6.1. Internal and External Communication
7.6.2. Communications Departments
7.6.3. Communication Managers: Managerial Skills and Responsibilities

### 7.7. Corporate Communication Strategy
7.7.1. Corporate Communication Strategy
7.7.2. Communication Plan
7.7.3. Press Release/Clipping/Publicity Writing

## Module 8. Innovation and Project Management

### 8.1. Innovation
8.1.1. Conceptual Framework for Innovation
8.1.2. Innovation Typologies
8.1.3. Continuous and Discontinuous Innovation
8.1.4. Training and Innovation

### 8.2. Innovation Strategy
8.2.1. Innovation and Corporate Strategy
8.2.2. Global Innovation Project: Design and Management
8..2.3. Innovation Workshops

### 8.3. Business Model Design and Validation
8.3.1. The Lean Start-up Methodology
8.3.2. Innovative Business Initiative: Stages
8.3.3. Financing Modalities
8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
8.3.5. Growth and Customer Loyalty

### 8.4. Project Management
8.4.1. Innovation Opportunities
8.4.2. Feasibility Study and Proposal Specification
8.4.3. Project Definition and Design
8.4.4. Project Implementation
8.4.5. Project Closure

## Module 9. Management and Strategy of Companies and Organizations

| | | | |
|---|---|---|---|
| 9.1. General Management | 9.2. Organisational Design | 9.3. Planning and Strategy | 9.4. Strategic Management |
| 9.5. Corporate Strategy | 9.6. Digital Strategy | 9.7. Corporate Strategy and Technology Strategy | 9.8. Competitive Strategy |
| 9.9. Investment Valuation | 9.10. Social Business | | |

## Module 10. Principles of Strategic Marketing

| | | | |
|---|---|---|---|
| 10.1. Fundamentals of Marketing | 10.2. Marketing Strategy Dimensions | 10.3. The Function of Strategic Marketing | 10.4. Digital Marketing |
| 10.5. Inbound Marketing | 10.6. Marketing: From the Idea to the Market | 10.7. Consumer Psychology and Behavior | 10.8. Market Segmentation |
| 10.9. Competitive Positioning | 10.10. Social Marketing | | |

## Module 11. Marketing Processes and Variables

| | | | |
|---|---|---|---|
| 11.1. Developing the Marketing Plan | 11.2. Marketing Mix | 11.3. Product Management | 11.4. Pricing Principles |
| 11.5. Distribution Channel Management | 11.6. Advertising Communication | 11.7. E-commerce | 11.8. Marketing Information System |
| 11.9. Marketing Intelligence | 11.10. Branding | | |

## Module 12. Market and Customer Management

| | | | |
|---|---|---|---|
| 12.1. Marketing Management | 12.2. Relationship Marketing | 12.3. Data Base Marketing | 12.4. Types of Buying Behaviour |
| 12.5. Consumer Centric Marketing | 12.6. The Loyalty Process | 12.7. Knowing the Market and Consumer | 12.8. Social Web |
| 12.9. Social Media Platforms | | | |

## Module 13. Introduction to Market Research

| | | | |
|---|---|---|---|
| 13.1. Market Research Fundamentals | 13.2. Applications of Market Research | 13.3. Market Research Methods | 13.4. Types of Information |
| 13.5. Organisation of Market Research | 13.6. Research Project Management | 13.7. Cabinet Studies | 13.8. Field Work |
| 13.9. Online Market Research | 13.10. The Market Research Proposal | | |

## Module 14. Qualitative Research Techniques

| | | | |
|---|---|---|---|
| 14.1. Introduction to Qualitative Research | 14.2. Group Dynamics | 14.3. The In-Depth Interview | 14.4. Projective Techniques |
| 14.5. Creativity Techniques | 14.6. Observation as a Qualitative Technique | 14.7. Neuromarketing: Brain Responses | 14.8. Pseudo-purchase |
| 14.9. Digital Qualitative Research | 14.10. Application of Qualitative Research | | |

## Module 15. Quantitative Research Techniques

| | | | |
|---|---|---|---|
| 15.1. Introduction to Quantitative Research | 15.2. The Personal Survey | 15.3. The Telephone Survey | 15.4. The Self-Administered Survey |
| 15.5. The Bus | 15.6. Board | 15.7. Tracking | 15.8. Observation as a Quantitative Technique |
| 15.9. Experimentation | 15.10. Application of Quantitative Research | | |

## Module 16. Market Research Production

| | | | |
|---|---|---|---|
| 16.1. The Quantitative Questionnaire | 16.2. Formulation of Questions | 16.3. Scales of Measurement | 16.4. Internet Questionnaire Design |
| 16.5. Scripts and Qualitative Interviews | 16.6. Sampling | 16.7. Probability Sampling | 16.8. Non-probability Sampling |
| 16.9. Sample Size | 16.10. Fieldwork Process | | |

## Module 17. Internet Analytics and Metrics

| | | | |
|---|---|---|---|
| 17.1. Information Systems for Decision-Making | 17.2. Web Analysis | 17.3. Google Analytics | 17.4. Qualitative Analyses |
| 17.5. Digital Metrics | 17.6. Strategy Analysis Areas | 17.7. Data Science and Big Data | 17.8. Web Analytics Tools |
| 17.9. Viewing Data | 17.10. Mobile Analytics | | |

## Module 18. Analysis of Results and Market Research Applications

| | | | |
|---|---|---|---|
| 18.1. Information Analysis Plan | 18.2. Descriptive Analysis of Information | 18.3. Bivariate Analysis | 18.4. Multivariate Dependency Analysis |
| 18.5. Multivariate Analysis of Interdependence | 18.6. Market Research Findings | 18.7. Creating a Report | 18.8. International Market Research |
| 18.9. Feasibility Studies | 18.10. Voting Intention Studies | | |

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

*"At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

> *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

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

## Relearning Methodology

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

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

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

**30%**

### 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.

**10%**

### 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.

**8%**

**3%**

### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

**30%**

**15%**

**4%**

### Case Studies

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

### Interactive Summaries

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

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

### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

# Our Students' Profiles

The MBA in Market Research Management is a program aimed at experienced professionals who want to update their knowledge and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

*If you have experience MBA in  Market Research Management, and you are looking for an interesting improvement in your career while continuing to work, this is the program for you"*

## Average Age

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

## Years of Experience

10 to 15 years **28%**

Up to 5 years **11%**

5 to 10 years **32%**

More than 15 years **29%**

## Training

Economics **32%**

Business **27%**

Senior Management **22%**

Social Sciences **6%**

Other **13%**

## Academic Profile

Banking **15%**

Consulting **28%**

Entrepreneurs **25%**

Trade **22%**

Other **10%**
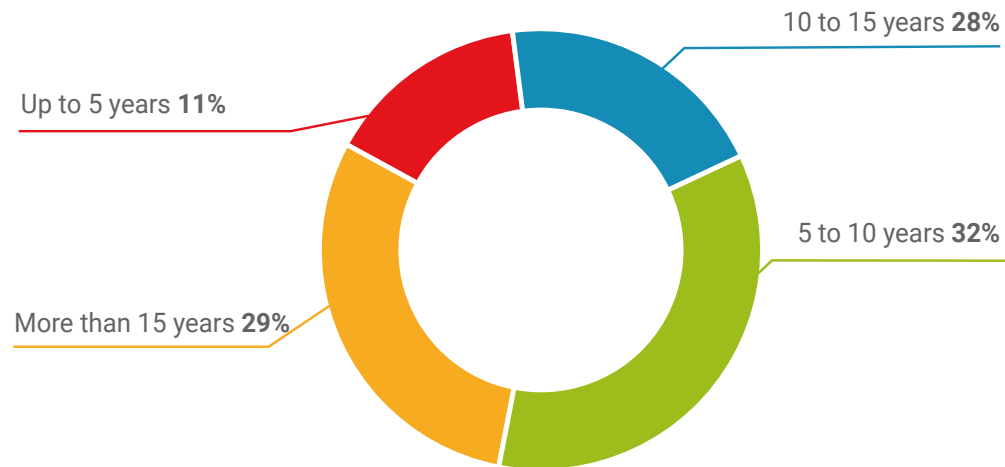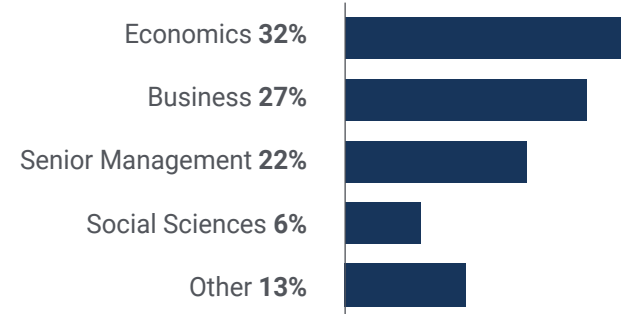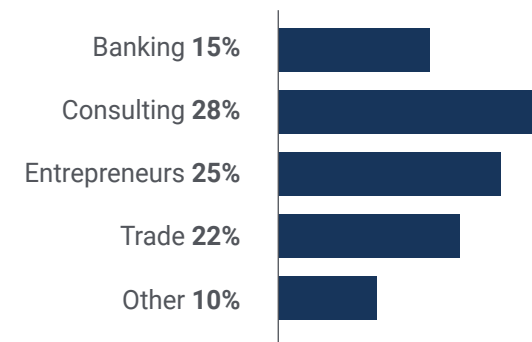
## Geographical Distribution

USA **9%**

Spain **38%**

Mexico **21%**

Colombia **7%**

Argentina **12%**

Chile **5%**

Peru **2%**

Other **6%**
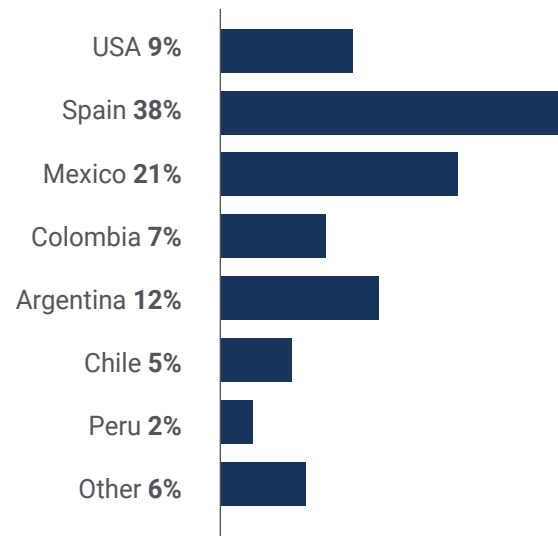


# Ms. Ruth Balcázar

**Director of a multinational company**

*"This MBA in Market Research Management offered by TECH has allowed me to specialize in a sector that is indispensable for my daily work, since only by knowing the markets in depth, will I be able to plan action strategies that are beneficial for my company. Fortunately, the 100% online format of this program has allowed me to combine it with the rest of my obligations"*

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth.

And, therefore, we put all our efforts and tools at your disposal so that you acquire the necessary skills and abilities that will allow you to achieve this change.

" At TECH we direct all our efforts to helping you achieve the professional change you deserve"

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

The MBA in Market Research Management at TECH Technological University is an intensive program that prepares the professional to face challenges and business decisions both nationally and internationally. Its main objective is to promote your personal and professional growth, to help you achieve success.

If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the place for you.

*Acquire the necessary skills to improve your training and, therefore, your employability.*

*The completion of this program will give you the opportunity to improve in your daily work and get the job promotion you desire.*

**When the change occurs**

| During the program **31%** | During the first year **43%** | After 2 years **26%** |

**Type of change**

Internal Promotion **30%**
Change of Company **45%**
Entrepreneurship **25%**
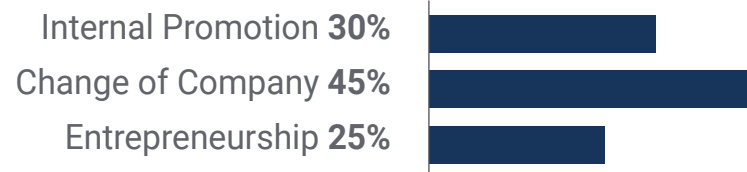
## Salary Increase

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

| Salary before | A salary increase of | Salary after |
|:---:|:---:|:---:|
| **$57,900** | **25.22%** | **$72,500** |

# 10
# Benefits for Your Company

This MBA in Market Research Management contributes to elevating the organization's talent to its maximum potential through the specialization in the development of high-level leaders. Therefore, by participating in this academic program the student will not only improve on a personal level but, above all, on a professional level, increasing the professional's training and improving his or her management skills. But, in addition, joining the TECH educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.

*After completing this Advanced Master's Degree you will bring a new business vision to the company"*

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

**01**

## Intellectual Capital and Talent Growth

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization

**02**

## Retaining high-potential executives to avoid talent drain

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

**03**

## Building agents of change

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

**04**

## Increased international expansion possibilities

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

**05**

## Project Development

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

**06**

## Increased competitiveness

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

# Certificate

This Advanced Master's Degree in MBA in Market Research Management guarantees you, in addition to the most rigorous and updated training, access to a Advanced Master's Degree issued by TECH Technological University.

*Successfully complete this program and receive your university degree without travel or laborious paperwork"*

This **Advanced Master's Degree in MBA in Market Research Management** contains the most complete and updated program on the market.

After the student has passed the evaluations, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** by tracked delivery*.

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

Title: **Advanced Master's Degree MBA in Market Research Management**
Official Nº of hours: **3,000 h.**

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### tech technological university

Awards the following
**DIPLOMA**
to

Mr./Ms. _____ with identification number _____
For having successfully passed and accredited the following program

**ADVANCED MASTER'S DEGREE**

in

MBA Market Research Management

This is a qualification awarded by this University, equivalent to 3,000 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.    Unique TECH Code: AFWORD23S    techtitute.com/certificates

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### Advanced Master's Degree MBA in Market Research Management

General Structure of the Syllabus

| Year | Subject | Hours | Type | Year | Subject | Hours | Type |
|------|---------|-------|------|------|---------|-------|------|
| 1º | Leadership, Ethics, and CSR | 168 | CO | 2º | Principles of Strategic Marketing | 166 | CO |
| 1º | Strategic Direction and Executive Management | 168 | CO | 2º | Marketing Processes and Variables | 166 | CO |
| 1º | People and Talent Management | 168 | CO | 2º | Market and Customer Management | 166 | CO |
| 1º | Economic and Financial Management | 168 | CO | 2º | Introduction to Market Research | 166 | CO |
| 1º | Operations and Logistics Management | 168 | CO | 2º | Qualitative Research Techniques | 166 | CO |
| 1º | Information Systems Management | 168 | CO | 2º | Quantitative Research Techniques | 165 | CO |
| 1º | Commercial Management, Marketing, and Corporate Communication | 168 | CO | 2º | Market Research Production | 165 | CO |
| | | | | 2º | Internet Analytics and Metrics | 165 | CO |
| 1º | Innovation and Project Management | 168 | CO | 2º | Analysis of Results and Market Research Applications | 165 | CO |
| 1º | Management and Strategy of Companies and Organizations | 166 | CO | | | | |

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Dean

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*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.

# tech technological university

## Advanced Master's Degree
MBA in Market Research Management

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Advanced Master's Degree
MBA in Market Research Management

tech *technological university*