

Executive Development Program

Market Research





Executive Development Program Market Research

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Accreditation: 36 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitude.com/us/school-of-business/executive-development-program/market-research

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01 Welcome

Knowing the feasibility of a product before launching it to the market is essential for a company's sales success. With this high-level training, you will learn the latest techniques in Market Research from renowned professionals in the field.

One of the main objectives of this Market Research program at TECH is to foster your personal and professional growth, helping you achieve success in your company.



Executive Development Program in Market Research
TECH Global University



“

The figure of the strict, inflexible, and authoritarian executive has become obsolete. A new profile has emerged—one that is much more in line with current trends and stands out for being technologically savvy, practicing active listening with employees, and being self-critical of their own work”

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 center for intensive managerial skills education.



“

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

At TECH Technological University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

+100000

executives prepared each year

+200

different nationalities



Empowerment

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

+500

collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



Analysis

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



Economy of Scale

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



Learn with the best

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

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

03

Why Our Program?

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

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



“

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

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

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

We give you the opportunity to study with a team of world-renowned teachers.

04 Objectives

This program is designed to strengthen management and leadership skills, in addition to developing new competencies and skills that will be essential in their professional development. After the program, they will be equipped to make global decisions with an innovative perspective and an international vision.



“

One of our primary objectives is to help you develop the essential skills to strategically manage a business"

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

The **Executive Development Program in Market Research** will enable students to:

01

Define the latest trends developments in
business management

02

Develop strategies to carry out decision-making in a
complex and unstable environment

03

Develop a marketing plan for the company





04

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

05

Develop the main techniques in market research.

06

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

05

Structure and Content

The Executive Development Program in Market Research is a tailor-made program for professionals, that is taught in a 100% online format so that they can choose the time and place that best suits their availability, schedules and interests.

A program that takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a manager and entrepreneur.



“

What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this, trust us...”

Syllabus

The Executive Development Program in Market Research at TECH Global University is an intensive program that prepares you to tackle business challenges and make decisions, globally.

The content of the Executive Development Program in Market Research is designed to promote the development of management skills that enable more rigorous decision-making in uncertain environments.

Throughout 900 hours of training, students analyze a multitude of practical cases through individual and team work. It is, therefore, a true immersion in real business situations.

This Executive Development Program in Market Research deals in depth with all financial areas of the company and is

designed to help managers understand strategic management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement, that also prepares them to achieve excellence in the field of business management and administration. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations in a creative and efficient way.

This program takes place over 6 months and is divided into 6 modules:

Module 1

Introduction to Market Research

Module 2

Qualitative Research Techniques

Module 3

Quantitative Research Techniques

Module 4

Market Research Production

Module 5

Internet Analytics and Metrics

Module 6

Analysis of Results and Market Research Applications



Where, When and How is it Taught?

TECH offers students the possibility of taking this Executive Development Program in Market Research completely online. Throughout the 6 months of the educational program, the students will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

Module 1. Introduction to Market Research

1.1. Market Research Fundamentals

- 1.1.1. Concept of Marketing Research and Marketing
- 1.1.2. Utility of Market Research
- 1.1.3. Market Research Ethics

1.2. Applications of Market Research

- 1.2.1. The Value of Research for Managers
- 1.2.2. Factors in the Decision to Investigate the Market
- 1.2.3. Main objectives of Market Research

1.3. Market Research Methods

- 1.3.1. Exploratory Research
- 1.3.2. Descriptive Research
- 1.3.3. Causal Investigations

1.4. Types of Information

- 1.4.1. Elaboration: Primary and Secondary
- 1.4.2. Qualitative Nature
- 1.4.3. Quantitative Nature

1.5. Organisation of Market Research

- 1.5.1. In-House Market Research Department
- 1.5.2. Research Outsourcing
- 1.5.3. Decision Factors: Internal vs. External

1.6. Research Project Management

- 1.6.1. Market Research as a Process
- 1.6.2. Planning Stages in Market Research
- 1.6.3. Stages of Market Research Implementation
- 1.6.4. Managing a Research Project

1.7. Desk Studies

- 1.7.1. Objectives of Desk Studies
- 1.7.2. Sources of Secondary Information
- 1.7.3. Results of the Desk Studies

1.8. Field Work

- 1.8.1. Obtaining Primary Information
- 1.8.2. Organization of Information Gathering
- 1.8.3. Interviewer Control

1.9. Online Market Research

- 1.9.1. Quantitative Research Tools in Online Markets
- 1.9.2. Dynamic Qualitative Customer Research Tools

1.10. The Market Research Proposal

- 1.10.1. Objectives and Methodology
- 1.10.2. Completion Deadlines
- 1.10.3. Budget Management

Module 2. Qualitative Research Techniques

2.1. Introduction to Qualitative Research

- 2.1.1. Objectives of Qualitative Research
- 2.1.2. Sources of Qualitative Information
- 2.1.3. Characteristics of Qualitative Information

2.2. Group Dynamics

- 2.2.1. Concepts and Objectives
- 2.2.2. Organization and Implementation
- 2.2.3. Group Dynamics Results

2.3. The In-Depth Interview

- 2.3.1. Concepts and Objectives
- 2.3.2. The In-Depth Interview Process
- 2.3.3. Application of the In-Depth Interviews

2.4. Projective Techniques

- 2.4.1. Concepts and Objectives
- 2.4.2. Main Projective Techniques

2.5. Creativity Techniques

- 2.5.1. Concepts and Objectives
- 2.5.2. Intuitive Techniques: *Brainstorming*
- 2.5.3. Formal Techniques: Delphi Method
- 2.5.4. Other Creativity Techniques

2.6. Observation as a Qualitative Technique

- 2.6.1. Concept and Applications
- 2.6.2. Observation Scenarios
- 2.6.3. Technical Resources
- 2.6.4. Assessment of the Observation

2.7. Neuromarketing: The Brain's Responses

- 2.7.1. Concept and Applications
- 2.7.2. Observation Scenarios in Neuromarketing
- 2.7.3. Neuromarketing Techniques

2.8. The Pseudopurchase

- 2.8.1. Concept and Applications
- 2.8.2. Pseudopurchase Scenarios
- 2.8.3. Mystery Shopper

2.9. Digital Qualitative Research

- 2.9.1. Description and Characteristics
- 2.9.2. Main On Line Qualitative Techniques

2.10. Application of Qualitative Research

- 2.10.1. Structure of Qualitative Research Results
- 2.10.2. Projection of Qualitative Research Results
- 2.10.3. Decision-Making Applications

Module 3. Quantitative Research Techniques

3.1. Introduction to Quantitative Research

- 3.1.1. Quantitative Research Objectives
- 3.1.2. Sources of Quantitative Information
- 3.1.3. Characteristics of Quantitative Information

3.2. Personal Survey

- 3.2.1. Concept and Characteristics
- 3.2.2. Types of Personal Survey
- 3.2.3. Advantages and Disadvantages of the Personal Survey

3.3. Telephone Survey

- 3.3.1. Concept and Characteristics
- 3.3.2. Types of Personal Survey
- 3.3.3. Advantages and Disadvantages of the Personal Survey

3.4. Self-Administered Survey

- 3.4.1. Concept and Characteristics
- 3.4.2. Online Survey
- 3.4.3. Postal and E-mail Surveys
- 3.4.4. Survey by Personal Delivery

3.5. The Omnibus

- 3.5.1. Concept and Characteristics
- 3.5.2. Omnibus Results
- 3.5.3. Types of Omnibus

3.6. The Panel

- 3.6.1. Concept and Characteristics
- 3.6.2. Panel Results
- 3.6.3. Panel Types

3.7. Tracking

- 3.7.1. Concept and Characteristics
- 3.7.2. Tracking Results
- 3.7.3. Types of Tracking

3.8. Observation as a Quantitative Technique

- 3.8.1. Concept and Usefulness
- 3.8.2. Observation Scenarios
- 3.8.3. Technical Resources
- 3.8.4. Results of Quantitative Observation

3.9. Experimentation

- 3.9.1. Concept and Characteristics
- 3.9.2. Product Testing
- 3.9.3. Market Test

3.10. Application of Quantitative Research

- 3.10.1. Structure of Quantitative Research Results
- 3.10.2. Projection of Quantitative Research Results
- 3.10.3. Decision-Making Applications

Module 4. Market Research Production

4.1. The Quantitative Questionnaire

- 4.1.1. Concept, Functions and Type I:
- 4.1.2. Phases of the Questionnaire Design
- 4.1.3. Structure of the Questionnaire

4.2. Formulation of Questions

- 4.2.1. Types of Questions
- 4.2.2. Hierarchization of Questions
- 4.2.3. Pretest of the Questionnaire

4.3. Measuring Scales

- 4.3.1. Purpose and Types of Scales
- 4.3.2. Basic, Comparative and Non-Comparative Scales
- 4.3.3. Creation and Evaluation of Scales
- 4.3.4. Standardized Scales

4.4. Internet Questionnaire Design

- 4.4.1. Characteristics of the Online Questionnaire
- 4.4.2. Online Questionnaire Structure
- 4.4.3. Main Online Survey Supports

4.5. Scripts and Qualitative Interviews

- 4.5.1. Concept and Types
- 4.5.2. Structure of Scripts and Interviews
- 4.5.3. Formulation of Questions

4.6. Sampling

- 4.6.1. Sampling Concept and Process
- 4.6.2. Quantitative Sampling Methods
- 4.6.3. Sample Selection in Qualitative Research

4.7. Probability Sampling

- 4.7.1. Simple Sampling
- 4.7.2. Stratified Sampling
- 4.7.3. Cluster Sampling

4.8. Non-Probability Sampling

- 4.8.1. Random Route
- 4.8.2. Fees
- 4.8.3. Availability
- 4.8.4. Other Non-Probabilistic Methods

4.9. Sample Size

- 4.9.1. Sample Size Determining Factors
- 4.9.2. Sample Size Calculation
- 4.9.3. Sample Size in Industrial Markets

4.10. Fieldwork Process

- 4.10.1. Interviewer Training
- 4.10.2. Coordination of Information Gathering
- 4.10.3. Evaluation and Incidents

Module 5. Internet Analytics and Metrics

5.1. Information Systems for Decision-Making

- 5.1.1. *Business Intelligence*
- 5.1.2. *Data Warehouse*
- 5.1.3. *Balanced Scorecard (BSC)*

5.2. Web Analysis

- 5.2.1. The Fundamentals of Web Analytics
- 5.2.2. Classical Media vs. Digital Media
- 5.2.3. The Web Analyst's Basic Methodology

5.3. Google Analytics

- 5.3.1. Configuring an Account
- 5.3.2. Javascript Tracking API
- 5.3.3. Customized Reports and Segments

5.4. Qualitative Analysis

- 5.4.1. Research Techniques Applied in Web Analytics
- 5.4.2. *Customer Journey*
- 5.4.3. *Purchase Funnel*

5.5. Digital Metrics

- 5.5.1. Basic Metrics
- 5.5.2. Ratios
- 5.5.3. Setting Objectives and KPIs

5.6. Strategy Analysis Areas

- 5.6.1. Web Traffic Acquisition
- 5.6.2. Activation
- 5.6.3. Conversion
- 5.6.4. Loyalty

5.7. Data Science and Big Data

- 5.7.1. *Business Intelligence*
- 5.7.2. Methodology and Analysis of Large Volumes of Data
- 5.7.3. Data Extraction, Processing and Loading

5.8. Web Analytics Tools

- 5.8.1. Technological Basis of WA Tool
- 5.8.2. Logs and Tags
- 5.8.3. Basic and Ad-hoc Labeling

5.9. Data Visualization

- 5.9.1. Viewing and Interpreting Dashboards
- 5.9.2. Converting Data into a Value
- 5.9.3. Integrating Sources
- 5.9.4. Presenting Reports

5.10. Mobile Analytics

- 5.10.1. Mobile Measurement and Analysis Methodologies
- 5.10.2. Mobile Metrics: Main KPIs
- 5.10.3. Profitability Analysis
- 5.10.4. Mobile Analytics

Module 6. Analysis of Results and Market Research Applications

6.1. Information Analysis Plan

- 6.1.1. Data Preparation
- 6.1.2. Stages of the Analysis Plan
- 6.1.3. Outline of the Analysis Plan

6.2. Descriptive Analysis of Information

- 6.2.1. Concept of Descriptive Analysis
- 6.2.2. Types of Descriptive Analysis
- 6.2.3. Statistical Programs in Descriptive Analysis

6.3. Bivariate Analysis

- 6.3.1. Hypothesis Contrast
- 6.3.2. Types of Bivariate Analysis
- 6.3.3. Statistical Programs in Bivariate Analysis

6.4. Multivariate Dependency Analysis

- 6.4.1. Concept and Characteristics
- 6.4.2. Types of Multivariate Dependency Analyses

6.5. Multivariate Analysis of Interdependence

- 6.5.1. Concept and Characteristics
- 6.5.2. Types of Multivariate Interdependence Analyses

6.6. Market Research Findings

- 6.6.1. Differentiation of Information Analysis
- 6.6.2. Joint Interpretation of Information
- 6.6.3. Application of the Conclusions to the Object of the Research

6.7. Creating a Report

- 6.7.1. Concept, Utility and Types
- 6.7.2. Structure of the Report
- 6.7.3. Editorial Standards

6.8. International Market Research

- 6.8.1. Introduction to International Market Research
- 6.8.2. International Market Research Process
- 6.8.3. The Importance of Secondary Sources in International Research

6.9. Feasibility Studies

- 6.9.1. Obtaining Information on Purchasing Behavior and Motives
- 6.9.2. Analysis and Evaluation of the Competitive Offer
- 6.9.3. Market Structure and Potential
- 6.9.4. Purchase Intention
- 6.9.5. Feasibility Results

6.10. Voting Intention Studies

- 6.10.1. Pre-Election Studies
- 6.10.2. Exit Polls
- 6.10.3. Vote Estimates



06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

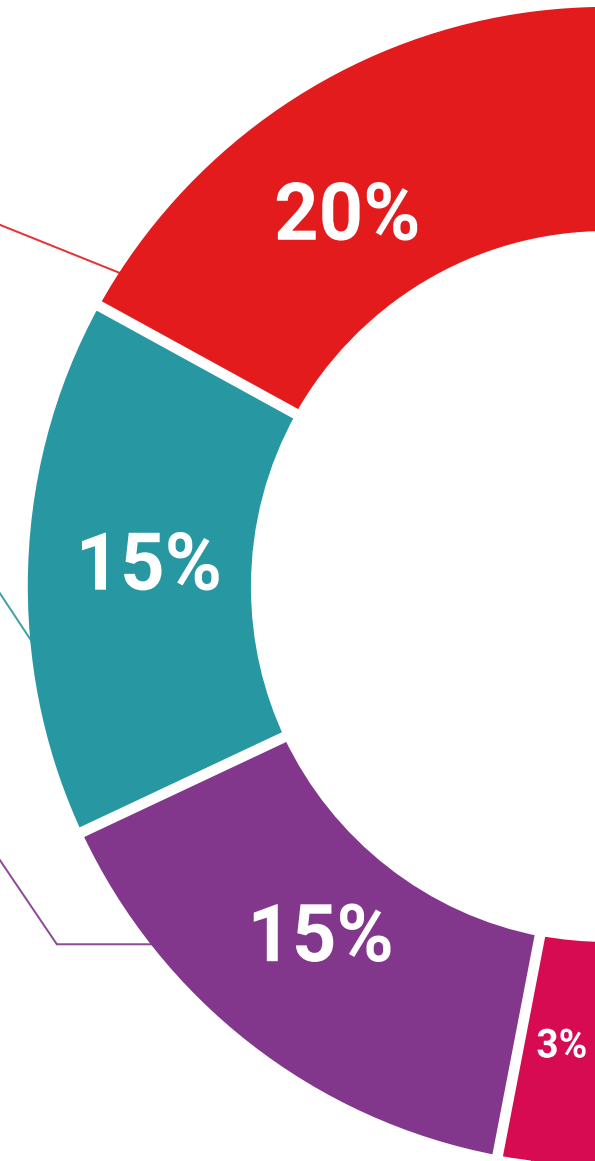
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

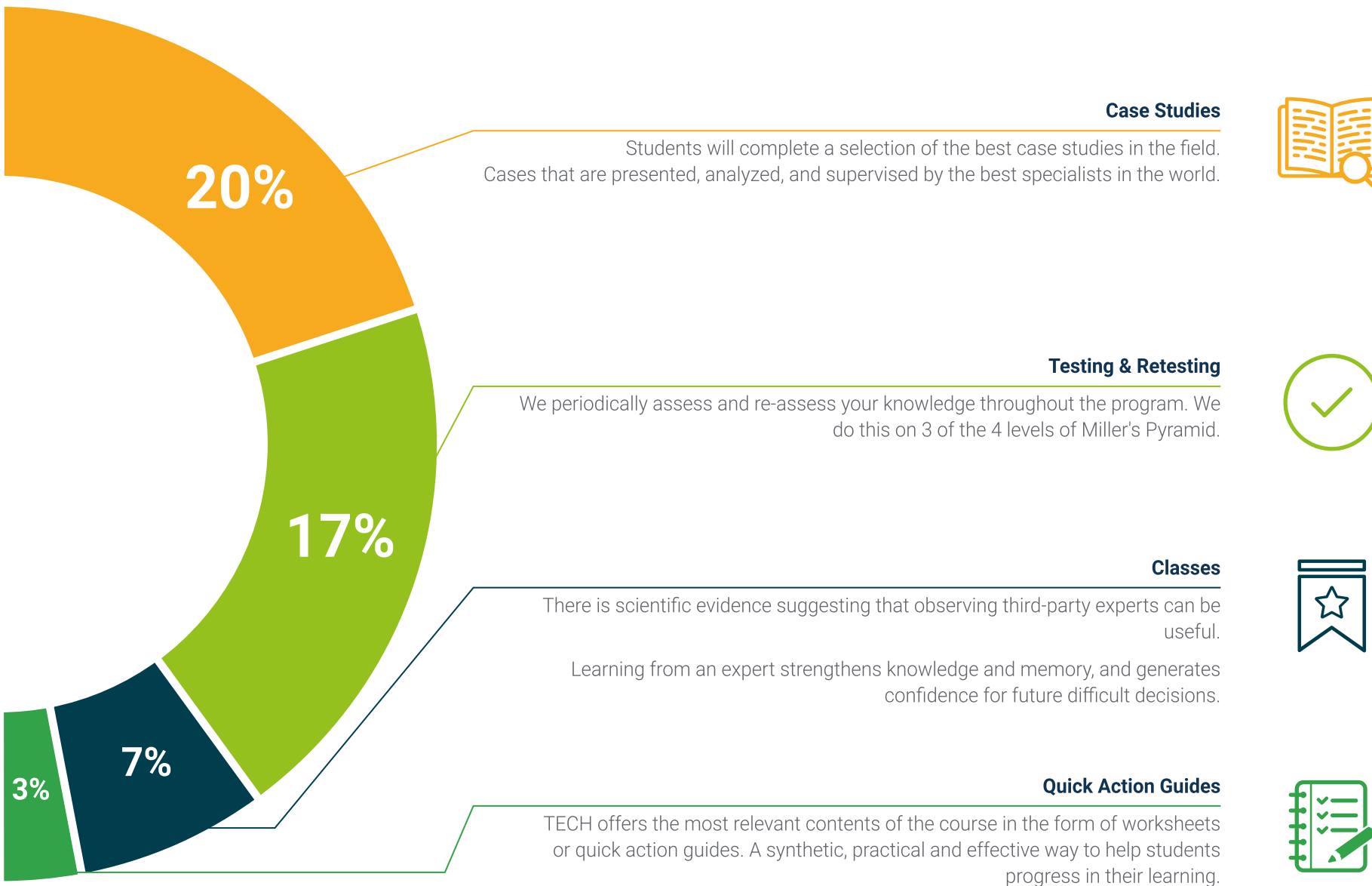
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





07

Our Students' Profile

The Executive Development Program in Market Research is aimed at people with university education and at least four years of professional experience, who want to transform their career and orient it towards business management.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.



“

If you have leadership and management experience, and are looking for an interesting career boost while continuing to work, then this is the program for you."

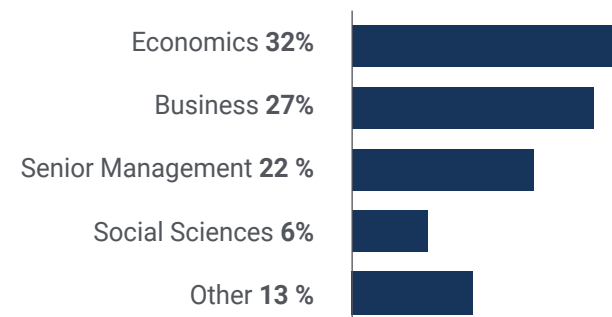
Average Age

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

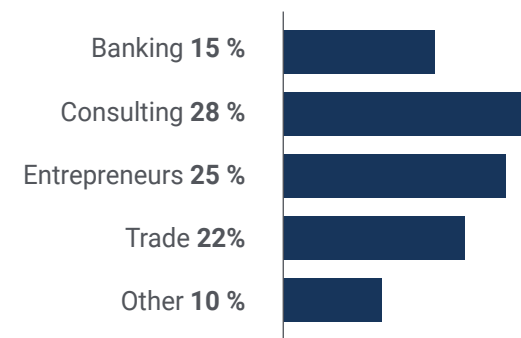
Years of Experience



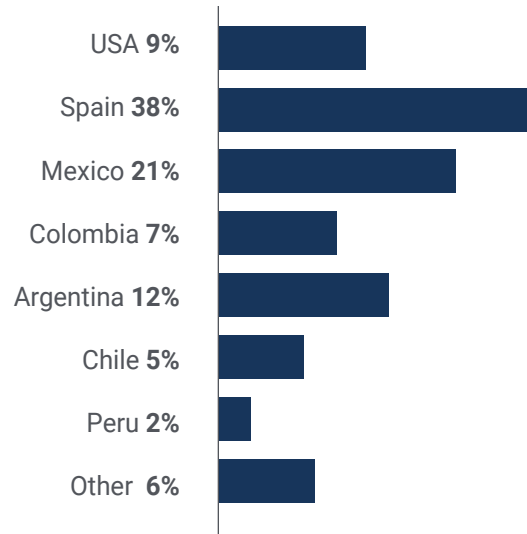
Training



Academic Profile



Geographical Distribution



Manuel Ortega

Director of a Company

"No matter how much one desires it, embarking on an Executive Development Program in Market Research is not a simple matter, especially when it has to be balanced with professional and family life. However, the program at TECH Global University gave me the opportunity to achieve it. The excellent faculty made the experience and learning even more enriching. As a result, I am now the director of a major communication company, a new position that I hold with enthusiasm and my best effort. In short, the change came through taking action"

08

Course Management

TECH has selected for this program a highly qualified teaching staff with extensive experience in corporate tax advice. Which, in addition to participating in its design and elaboration, bring into the development of the program its up-to-date and effective information, which will allow the student to expand their knowledge for the benefit of the sector.



“

We have a teaching team with extensive experience that will help you to specialize in this sector".

Management



Mr. López Rausell, Adolfo

- Commercial and Research Technician at Investgroup
- Marketing Consultant at Alcoworking
- Manager of the Innovation Club of the Valencian Community
- Bachelor's Degree in Economics and Business Administration from the University of Valencia
- Diploma in Marketing from ESEM Business School
- Member of: AECTA (member of the Board of Directors for communication), AINACE (member of the Board of Directors), Marketing Club Valencia



09

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth.



“

*Generate a positive change in your career path:
that is our challenge. We are fully committed to
helping you achieve it"*

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

The Executive Development Program in Market Research at TECH Global University is an intensive program that prepares you to tackle business challenges and make decisions at both national and international levels. Its main objective is to promote your personal and professional growth: to help you achieve success.

If you want to surpass yourself, make a positive professional change, and connect with the best, this is the place for you.

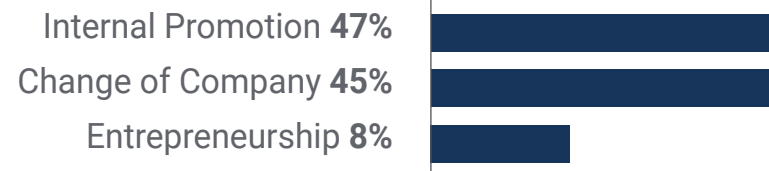
Don't miss the opportunity to train with us and you will find the career boost you were looking for.

If you want to make a positive change in your profession, the Executive Development Program in Market Research will help you achieve it.

When the change occurs



Exchange Rate



Salary increase

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



10

Benefits for Your Company

The Executive Development Program in Market Research contributes to raising the organization's talent to its maximum potential by training high-level leaders.

Participating in this Executive Development Program in Market Research is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

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

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

01

Growth of talent and intellectual capital

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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



05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

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

11 Certificate

The Executive Development Program in Market Research guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Executive Development Program issued by TECH Global University.



“

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

This private qualification will allow you to obtain a **Executive Development Program in Market Research** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Executive Development Program in Market Research**

Modality: **online**

Duration: **6 months**

Accreditation: **36 ECTS**





Executive Development Program Market Research

- » Modality: Online
- » Duration: 6 months.
- » Certificate: TECH Global University
- » Accreditation: 36 ECTS
- » Schedule: at your own pace
- » Exams: online

Executive Development Program

Market Research

