

Postgraduate Certificate Market Research in Interaction with Neuromarketing





Postgraduate Certificate Market Research in Interaction with Neuromarketing

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Target Group: University Graduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administrative and Business Sciences

Website: www.techtitute.com/us/school-of-business/postgraduate-certificate/market-research-interaction-neuromarketing

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01 Welcome

The transition from Market Research to Business Intelligence has defined the market strategies that today are applied on a global scale to influence consumer behavior. This evolution has meant the inclusion of the rise of new research techniques that link Neurosciences and their specific tools, such as Facial Coding and Eye Tracker, with surveys, interviews and conventional Focus Groups. By mastering these strategies, professionals can consolidate their leadership within the sectors dedicated to commerce and the sale of goods and services. For this reason, TECH has designed this 100% online program, which will allow you to specialize in just 6 weeks on the latest trends in this field and applying innovative teaching methods such as Relearning.



Postgraduate Certificate in Management Skills
TECH Technological University



“

Discover specific Neuromarketing tools, such as Facial Coding and Eye Tracker, and specialize in their application to develop market research projects”

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 methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

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 Harvard Business School case studies"

03

Why Our Program?

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

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



“

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

Take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

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

04

Objectives

This Postgraduate Certificate aims to provide a deep and up-to-date understanding of the techniques and tools used in Market Research and their combination with Neuromarketing. Throughout the program, professionals will analyze the contributions of neuroscience to this framework, Business Intelligence, among others.



“

If you are looking for a program that will allow you to develop your managerial and leadership talent, this Postgraduate Certificate will exceed all your expectations”

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

The **Postgraduate Certificate in Market Research in Interaction with Neuromarketing** enables the student to:

01

Understand the trajectory of market research and the role of Neuromarketing in the current panorama

04

Learn about techniques and tools applied to market research in combination with Neuromarketing

02

Analyze the contributions of Neuroscience to market research



03

Explore the role of Neuromarketing in Business Intelligence

05

Learn about specific research techniques and their combination with Neuromarketing today

06

Discover specific Neuromarketing tools such as Facial Coding, Eye Tracker, Skin Conductance and Electroencephalogram

08

Assess the usefulness of experiential neuro-qualitative in market research



09

Apply tools used in experiential neuro-qualitative

07

Neuromarketing Research Design

10

Execute a plan with experiential neuro-qualitative

05

Structure and Content

This Postgraduate Certificate in Market Research in Interaction with Neuromarketing is a 100% online program that is developed over 150 academic hours. Through it, professionals are offered a unique learning experience that will maximize their professional success through the most up-to-date content. A program that TECH Technological University offers to expand their leadership skills and boost their careers towards management frameworks.



“

This 100% online program guarantees you great flexibility to study at your own pace and adapt the program to your needs and interests”

Syllabus

This program offers a complete and up-to-date vision of the techniques and tools used in market research and their combination with Neuromarketing. Professionals will examine with special emphasis on the contributions of neuroscience to market research.

In addition, the program includes a section on *Business Intelligence* and its applications. In this way, graduate students will delve into the transition of *Market Research* and the role of Neuromarketing in that process.

The program also covers specific research techniques and combinations with other strategies such as surveys, interviews and *Focus Groups*. In addition, the operation of specific and innovative Neuromarketing tools will be analyzed, including *Facial Coding*, *Eye Tracker*, *Skin Conductance* and *Electroencephalogram*.

This program is designed for ambitious professionals looking to advance their careers and lead in the field of market research and Neuromarketing. After completing this program, they will have the most advanced knowledge and internship skills to advance their career and take on managerial roles in organizations.

This Postgraduate Certificate takes place over 6 week and consists of 1 module:

Module 1

Fundamentals and Tools in Market Research in Interaction with Neuromarketing



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Market Research in Interaction with Neuromarketing completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

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

Module 1. Fundamentals and Tools in Market Research in Interaction with Neuromarketing

1.1. The Trajectory of Market Research and the Role of Neuromarketing

- 1.1.1. Market Research and Neuromarketing in Today's Scenario
- 1.1.2. Contributions of Neuroscience to Market Research
- 1.1.3. Neuromarketing and the Future of Income and Expense Market Research; Limitation on Deductibility of Expenses and Non-Deductible Expenses; Valuation Rules

1.2. Business Intelligence Applied to Market Research and Neuromarketing

- 1.2.1. From Market Research to Business Intelligence
- 1.2.2. Role of Neuromarketing in Business Intelligence
- 1.2.3. Techniques and Tools Applied to Market Research in Combination with Neuromarketing

1.3. Research Techniques and their Combination with Neuromarketing Today

- 1.3.1. Surveys in Combination with Neuromarketing and their Application to Market Research
- 1.3.2. Interviews and Focus Groups and their Combination with Neuromarketing applied to Market Research
- 1.3.3. Triangulation and its Importance in the Success of a Market Research Project

1.4. Neuromarketing Tools Application to Marketing Research

- 1.4.1. Facial Coding
- 1.4.2. Eye Tracker
- 1.4.3. Skin Conductance
- 1.4.4. Electroencephalogram
- 1.4.5. TAI

1.5. Neuromarketing Research Design

- 1.5.1. Briefing and Company Project
- 1.5.2. Recruitment Filter and Sample Recruitment
- 1.5.3. Field Work
- 1.5.4. Analysis and Interpretation of Results
- 1.5.5. Preparation and Presentation of Results
- 1.5.6. Lessons Learned and Conclusions

1.6. Experiential Neuroqualitative and its Application to Market Research

- 1.6.1. Transformational Insight
- 1.6.2. Experiential Neuro-Qualitatives
- 1.6.3. Usefulness of the Experiential Neuro-Qualitatives
- 1.6.4. Tools used in the Experiential Neuro-Qualitative
- 1.6.5. Execution of a Plan with Experiential Neuro-Qualitative

1.7. Ethnographic Research and its Combination with Neuromarketing Applied to Marketing Research

- 1.7.1. Ethnographic Research Combined with Neuromarketing
- 1.7.2. Objectives of Ethnography and Neuromarketing and its Powerful Combination from Market Research
- 1.7.3. Methodology in a Marketing Research Project: Ethnographic Research and Neuromarketing

1.8. Neuromarketing and Digital Communication

- 1.8.1. Building Winning Brands through Neuromarketing
- 1.8.2. Neuromarketing in Current Communication and Media Planning
- 1.8.3. Neuromarketing's Contributions to Traditional Communications

1.9. Ethics in Neuromarketing

- 1.9.1. Ethics Applied to Neuromarketing
- 1.9.2. Ethics in Advertising
- 1.9.3. NMSBA Code of Ethics

1.10. Success Stories in Neuromarketing Market Research Projects

- 1.10.1. The Contributions of Neuromarketing to the Analysis of a Brand
- 1.10.2. Project Neuromarketing in the Cosmetics Sector
- 1.10.3. Neuromarketing Project in the Pharmaceutical Sector



“

Do not miss this opportunity, enroll in this Postgraduate Certificate and support your learning in innovative teaching methods such as Relearning”

07

Methodology

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

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





“

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

TECH Business School uses the Case Study to contextualize all content

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

“

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



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



A learning method that is different and innovative

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

“

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

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

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.

Relearning Methodology

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

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

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

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

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



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

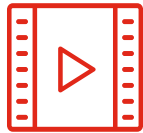
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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

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



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



Study Material

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

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



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



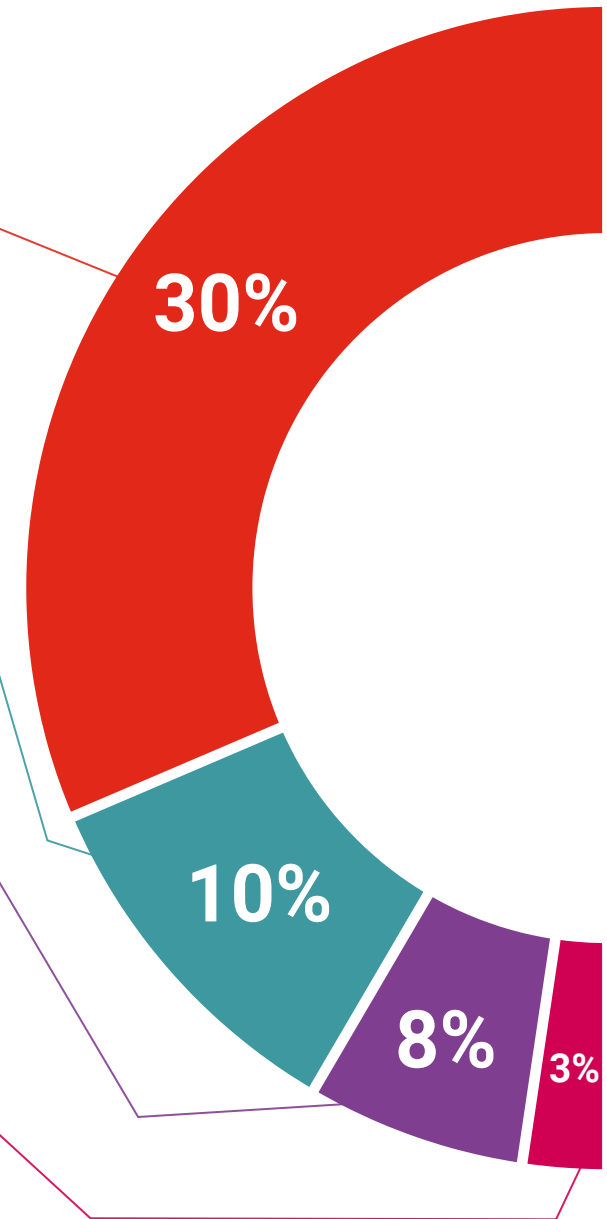
Management Skills Exercises

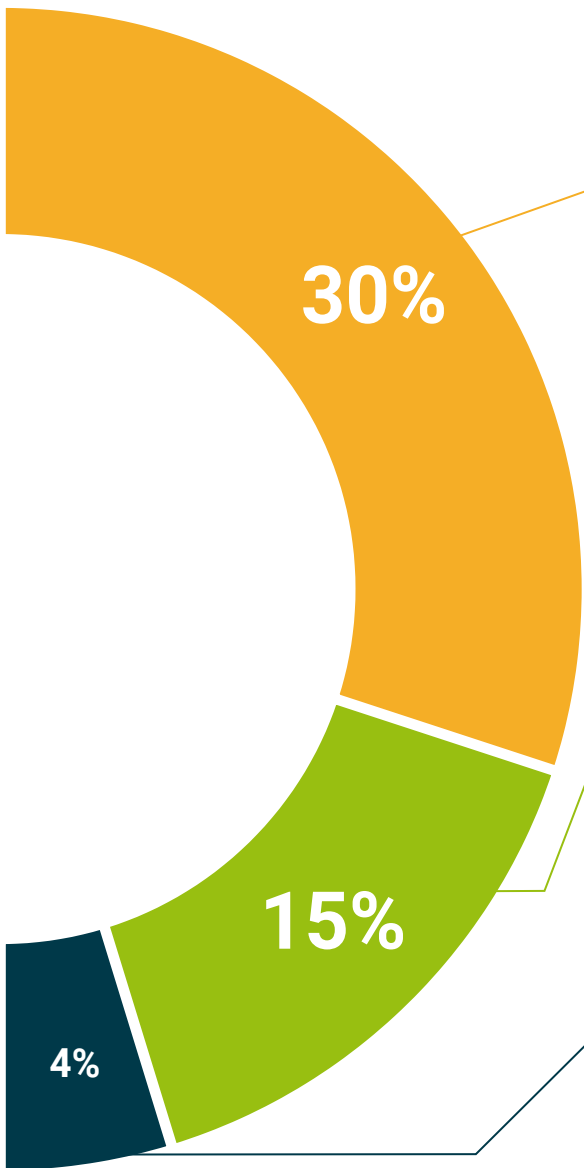
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

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





Case Studies

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



Interactive Summaries

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

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



Testing & Retesting

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



07

Our Students' Profiles

The program is aimed at graduates, postgraduates and university graduates who have previously completed any of the following programs in the fields of Social and Legal Sciences, Administrator and Economics

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

Professionals with a university degree in any field and two years of work experience in the field of Market Research in Interaction with Neuromarketing, may also take this Postgraduate Certificate.





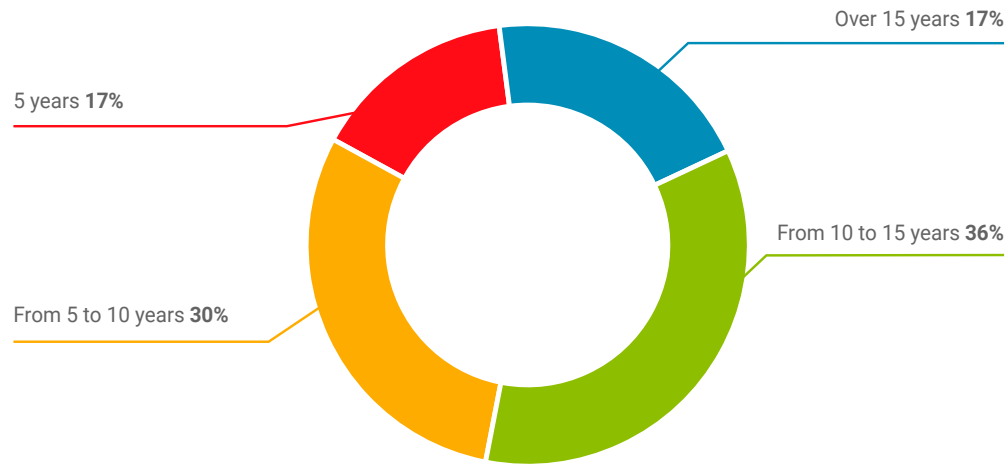
“

If you have experience in Market Research in Interaction with Neuromarketing, and are looking for an interesting career enhancement while continuing to work, this is the program for you”

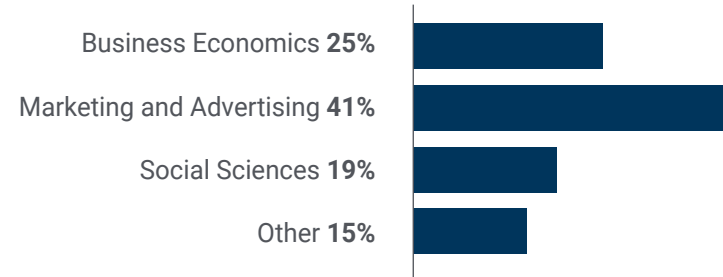
Average Age

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

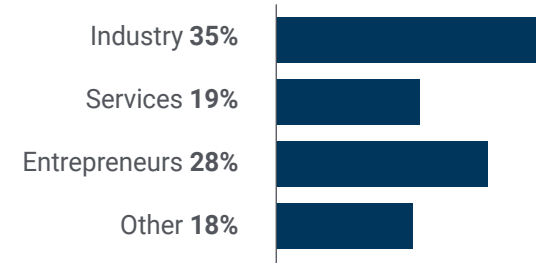
Years of Experience



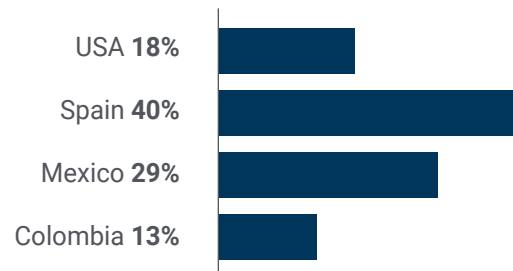
Training



Educational Profile



Geographical Distribution



Abel Sandro Rodríguez

Marketing and Neuromarketing Manager

"I chose this Postgraduate Certificate because it allowed me to combine my studies with my work responsibilities thanks to its 100% online methodology. After enrolling in the program I had the opportunity to interact with experienced experts and, therefore, enrich my own professional career. In addition, this program provided me with advanced knowledge that I now apply in my daily practice and with which I have managed to improve the performance and results of my company"

08

Course Management

TECH's teaching staff stands out for its extensive experience in the business and educational market, as well as for its commitment to academic excellence and innovation. This team of professors is composed of highly specialized professionals, who use methodologies to facilitate the mastery of different market research tools. In addition, the careers of these professors remain active, which has allowed them to keep up-to-date with the latest trends and technologies in their fields of study.





“

TECH provides you with an internationally renowned teaching staff that masters the applications of Neuroscience in Market Research”

Management



Mr. Carrascosa Mendoza, Gabriel

- ♦ Researcher and director of Fusión Lab- Applied Neuromarketing Laboratory
- ♦ Consultant in the areas of Marketing, Market Research, Neuromarketing and Communication at the European Neuromarketing Association - AEN
- ♦ Degree in Business Administration and Management from the University of Wales
- ♦ Master's Degree in Neuromarketing and Consumer Behavior from the European University Miguel de Cervantes UEMC
- ♦ Postgraduate Diploma: Neuromarketing and Consumer Behavior by Nebrija University
- ♦ Technical Course on development and applications of Eye Tracking in Neuromarketing-SMI
- ♦ Honorary Member of AMNAC (Mexican Association of Neuromarketing and Consumer Analysis)



Professors

Mr. Holgado Mollà, Jesús

- ♦ Specialist in Marketing and Psychology
- ♦ Client executive at Kantar Insights
- ♦ Analyst at Kantar Worldpanel
- ♦ Associate Professor of Statistics and Marketing
- ♦ Degree in Psychology from the URV
- ♦ Master's Degree in Neuromarketing at UNIR
- ♦ Bootcamp in Marketing Data Analytics at EDIX
- ♦ Member of Neuromarketing Science and Business Association (NMSBA)

08

Impact on Your Career

After completing the Postgraduate Certificate, professionals will have the most innovative and up-to-date skills in the field of Market Research. Therefore, they will be able to lead strategic projects in their organization.

This is a highly competitive advantage in the field of Market Research in Interaction with Neuromarketing. In this way, this program offers them a unique opportunity to boost the growth of their careers.



“

Assess the usefulness of experiential neuro-qualitative in market research through this TECH program and become a first level manager for this sector”

TECH Technological University will boost your professional future with a program that offers a high return on investment and with which you will achieve high capabilities for business leadership.

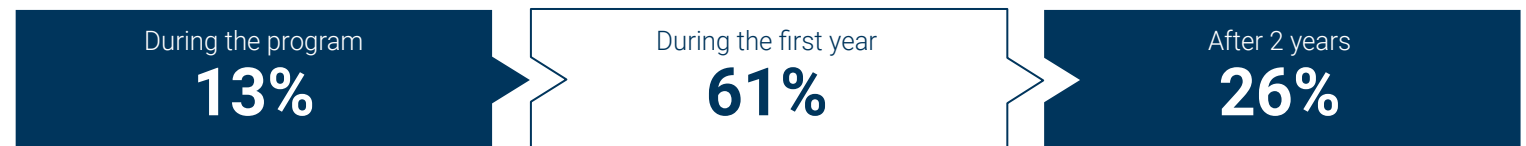
Are you ready to take the leap? Excellent professional development awaits you.

The Postgraduate Certificate in Market Research in Interaction with Neuromarketing from TECH is an intensive program that prepares you to face challenges and business decisions in this field. The main objective is to promote your personal and professional growth. Helping you achieve success.

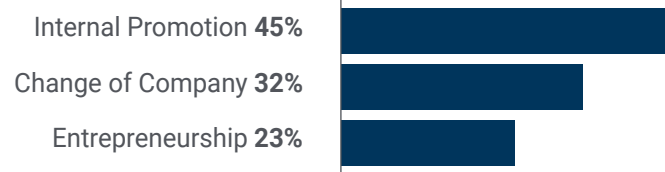
If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

Design effective and ethical market research projects that translate into success for your company.

Time of Change



Type of Change



Salary Increase

The completion of this program represents a salary increase of more than **26.24%** for TECH students.



10

Benefits for Your Company

The Executive Master's Degree in Financial Mathematics contributes to raising the talent of the economic organization to its maximum potential through the instruction of high-level businessmen and financiers.

By studying in this Executive Master's Degree, students will find a unique opportunity to develop their knowledge through a teaching that adapts to them and their needs in a digital way, escaping from orthodox programs that do not focus on daily work practice.



“

The entrepreneur who is up to date will contribute new concepts, strategies and perspectives to the company that can bring about essential changes in the organization”

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

01

Intellectual Capital and Talent Growth

The specialist who is qualified in the subject will be able to adapt the new concepts acquired to strategies and perspectives that can bring relevant changes in the organism.

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, so that senior managers do not have to resort to experiences outside the country.

03

Implementation of Effective Strategies and Techniques

The economic professional will be able to make decisions more easily taking into account the national and international environment and the scenario in which the business will develop, obtaining better results.

04

Increased Intervention Possibilities

Thanks to this program, the financial specialist will be able to intervene in other fields of action, such as economic policy and bilateral relations.



05

Project Development

The professional will not only become highly capable of working on an external project, but will be able to create a real organization or develop new projects in the field of R & D.

06

Increased competitiveness

This Executive Master's Degree will equip students with the skills to take on new challenges and drive the organization forward.

10 Certificate

This Postgraduate Certificate in Market Research in Interaction with Neuromarketing guarantees students, in addition to the most rigorous and up-to-date education, access to an Postgraduate Certificate issued by TECH Technological University.



“

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

This **Postgraduate Certificate in Market Research in Interaction with Neuromarketing** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Certificate in Market Research in Interaction with Neuromarketing**
Official N° of Hours: **150 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.



Postgraduate Certificate Market Research in Interaction with Neuromarketing

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- » Duration: 6 weeks
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- » Dedication: 16h/week
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Postgraduate Certificate

Market Research in Interaction with Neuromarketing