

# Postgraduate Certificate Market Research Methodologies





## Postgraduate Certificate Market Research Methodologies

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: graduates who want to delve deeper and update their knowledge in accounting with the latest approved regulations and with an international and complex vision of accounting statements

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/market-research-methodologies](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/market-research-methodologies)

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# 01 Welcome

The purchase and sale of companies is a part of the economic activity that today has emerged strongly as a vehicle for business growth, especially through investment banking. Therefore, having the necessary knowledge to assess the value of a company is of vital importance for professionals in the financial-accounting area.

One of the main objectives of TECH's Market Research Methodologies program is to foster your personal and professional growth. Help to achieve success.



Postgraduate Certificate in Market Research Methodologies.  
TECH Technological University



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practicing active listening and being self-critical of their 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

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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 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, as well as to develop new competencies and skills that will be essential in the student's professional development. After the program, they 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 manage your company's commercial activity”*

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

The **Postgraduate Certificate in Market Research Methodologies** will teach the student to:

01

Analyze business operations to make decisions  
and measure results

02

Value companies from a financial-accounting  
point of view





03

Analyze and select from among the different financial products on the market to conduct successful investment strategies and improve cash surplus profitability

04

Analyze the different types of risks the company is subject to and learn the instruments and mechanisms used in corporate management departments to measure, evaluate and hedge them by using derivative assets

No.	Marketing Budget	Categories	Unit	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16
10460	Benefits	1-Personnal	0	12,034	13,565	10,674	13,095	16,392	12,357	20,775
35246	Payroll taxes	1-Personnal	0	345	347	154	1,953	374	534	-
76745	Salaries	1-Personnal	1	521	434	178	519	1,850	543	-
76023	Commissions and bonuses	1-Personnal	0	2,300	189	90	23	456	764	-
23674	Personnel Total	1-Personnal	0	12,900	16,646	11,195	15,657	18,639	13,890	25,326
14678	Web Research	2-Marketing	2	6,000	2,300	5,000	1,500	1,200	1,266	246
10567	Independent Research	2-Marketing	0	2,000	5,420	3,000	2,100	900	580	1,500
96643	Firm Research Fees	2-Marketing	0	8,200	4,900	2,000	8,000	-	4,500	6,800
17695	Market Research Total	2-Marketing	0	16,200	12,620	10,000	14,600	10,100	5,312	10,252
94015	Promotions	3-Commu	2	1,239	190	573	432	134	357	2,466
75321	Branding	3-Commu	0	-	-	10,430	323	612	453	355
95235	Web Advertising	3-Commu	2	532	156	1,090	12,890	13,555	24,890	236
32564	Direct Marketing	3-Commu	1	431	12	567	234	425	865	-
88508	Newspaper Advertising	3-Commu	0	-	-	10,430	323	612	453	355
06342	Communication Total	3-Commu	0	-	-	10,430	14,093	12,890	13,555	24,890
89063	Travel	3-Commu	4	1,243	12	567	234	425	865	-
07421	Phone	4-Other	0	12,662	19,330	12,416	16,505	13,904	15,136	28,812
93012	Computer/Office Equipment	4-Other	0	19,300	15,333	15,000	15,890	12,009	15,136	28,812
24601	Postage	4-Other	2	200	150	155	200	120	1367	247
35151	Other Total	4-Other	0	400	500	100	200	100	145	207
10460	Benefits	1-Personnal	0	20,583	16,136	15,611	16,525	746	462	500
35246	Payroll taxes	1-Personnal	0	12,034	13,565	10,674	13,095	13,375	2,074	678
76745	Salaries	1-Personnal	1	345	347	154	1,953	374	534	1,632
76023	Commissions and bonuses	1-Personnal	0	521	434	178	519	1,850	543	20,775
23674	Personnel Total	1-Personnal	0	2,300	189	90	23	456	764	-
14678	Web Research	2-Marketing	2	6,000	2,300	5,000	1,500	1,200	1,266	246
10567	Independent Research	2-Marketing	1	2,000	5,420	3,000	2,100	900	580	1,500

05

# Structure and Content

The Postgraduate Certificate in Market Research Methodologies is a tailor-made program that is delivered in a 100% online format so that you can choose the time and place that best suits your availability, timetable and interests.

A 6-week program that is intended to be a unique and stimulating experience that will lay the foundation for your success as an accounting manager.



“

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

## Syllabus

The Postgraduate Certificate in Market Research Methodologies of TECH Technological University is an intensive program that prepares the professional to face challenges and business decisions at the accounting level, both nationally and internationally. Its main objective is to promote your personal and professional growth, helping you to achieve career success.

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

The content of the Postgraduate Certificate in Market Research Methodologies is designed to promote the development of administrative skills that enable more thorough decision-making in uncertain environments.

Throughout 150 hours of education, the student will analyze a multitude of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate focuses on all areas of the company and is designed to prepare managers who understand accounting management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement and that 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 competencies to solve critical situations in a creative and efficient way.

This Postgraduate Certificate is developed over 6 weeks and is divided into 1 module:

### Module 1

### Business Combinations and Business Assessment



### Where, When and How is it Taught?

TECH offers the possibility to study this Postgraduate Certificate in Market Research Methodologies 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. Business Combinations and Business Assessment**

**1.1. Strategic Rationale for the Acquisition and Assessment of a Company**

- 1.1.1. Reasons for Valuing a Company: The Buy-Sell Process as a Growth Tool
- 1.1.2. Leveraged Financing: Capital Risk (Venture Capital, Private Equity, Family Offices)
- 1.1.3. Transaction Types, Buy Out: LBO, MBO, MBI and BIMBO
- 1.1.4. Key Aspects in Mergers and Acquisitions Processes
- 1.1.5. New Forms of Private Equity Investment, Crowdfunding

**1.2. Market Assessment Methodology**

- 1.2.1. Valuation Multiples of Listed Companies
- 1.2.2. Valuation Multiples of Private Transactions vs. Listed Markets: The Illiquidity Premium
- 1.2.3. Analytical Formulas for Multiples
- 1.2.4. Case Studies

**1.3. Discounted Cash Flow (DCF) Methodology**

- 1.3.1. Discounted Free Cash Flow Methodology
- 1.3.2. Free Cash Flow
- 1.3.3. Net Investment Rate (NIR)
- 1.3.4. Residual Value
- 1.3.5. Discount Rate, Weighted Average Cost of Capital (WACC)
- 1.3.6. Company Value
- 1.3.7. Calculating Net Financial Debt, Contingent Liabilities and Share Value
- 1.3.8. Case Studies

**1.4. A Closer Look: Modeling of the Company to Be Appraised**

- 1.4.1. Accounting Information Analysis, Trend Calculation: Tac's and Averages: Identifying Value Drivers
- 1.4.2. Revenue Projections by Business Line, Direct and Indirect costs
- 1.4.3. Projections of Ebitda, Based on Historical Data, Market Trends and the Company's Strategic Plan
- 1.4.4. Depreciation Scenarios and Investment Needs
- 1.4.5. Calculating the Historical Average Maturity Period
- 1.4.6. Calculating Necessary Working Capital
- 1.4.7. Free Cash Flow, Debt Cash Flow and Shareholder Cash Flow
- 1.4.8. Balance Sheet Projections

**1.5. Analysis and Inclusion of Risk in Sale and Purchase Transactions**

- 1.5.1. A More Comprehensive View of the Weighted Average Cost of Capital
- 1.5.2. The Cost of Borrowed Capital
- 1.5.3. The Cost of In-House Resources, Dividend Methodology
- 1.5.4. CAPM to Calculate Cost of Capital for Listed Companies
- 1.5.5. Calculating Beta for Unlisted Companies from Listed Company Data
- 1.5.6. CAPM for Unlisted Companies: Size Premiums and Illiquidity Premiums
- 1.5.7. Case Studies

**1.6. Uncertainty and Risk, the Inclusion of Randomness**

- 1.6.1. Scenario Creation, Calculation and Using Volatility to Create Value Intervals
- 1.6.2. Montecarlo Simulations
- 1.6.3. Sensitivity Analysis
- 1.6.4. Price vs. Value: The Value of Synergies: Risk Reduction through Payment Method
- 1.6.5. Case Studies

**1.7. Two Solved Integrated Case Studies**

- 1.7.1. Valuation of a Company in the Service Sector
- 1.7.2. Valuation of a Production Company

**1.8. Other Assessment Methodology**

- 1.8.1. Equity Methodology
- 1.8.2. EVA Methodology

**1.9. Business Combinations in Financial Statements**

- 1.9.1. IFRS 3, IFRS 13, NIC 38
- 1.9.2. The Goodwill
- 1.9.3. Recognition of Other Intangible Assets

**1.10. Valuation of Intangible Assets**

- 1.10.1. The Brand as a Leading Intangible Asset, Other Intangible Assets that Constitute the Value of a Company: The Multi-Period Excess Profit Method
- 1.10.2. Methods to Calculate Brand Value
  - 1.10.2.1. The Royalty Method
  - 1.10.2.2. The Interbrand Method



“

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

# 06

# 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 Postgraduate Certificate in Market Research Methodologies is a program aimed at business professionals who want to update their knowledge, discover new ways of managing the supply chain and advance their professional career.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.







“

*If you have experience in the financial sector and are looking for an interesting career boost while continuing to work, then this is the program for you”*

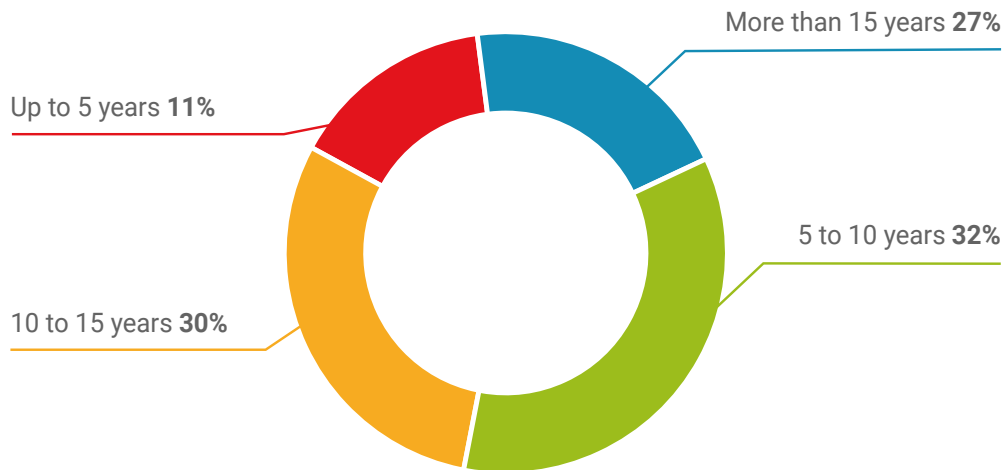
### Average Age

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Between **35** and **45** Years Old

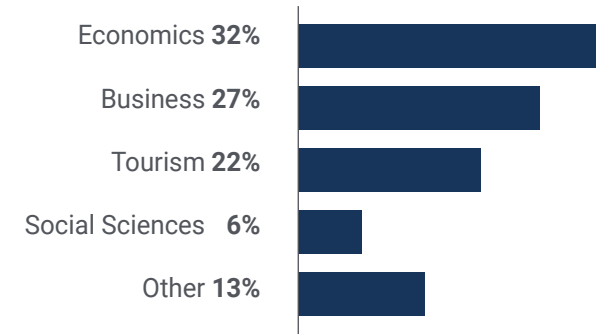
### Years of Experience

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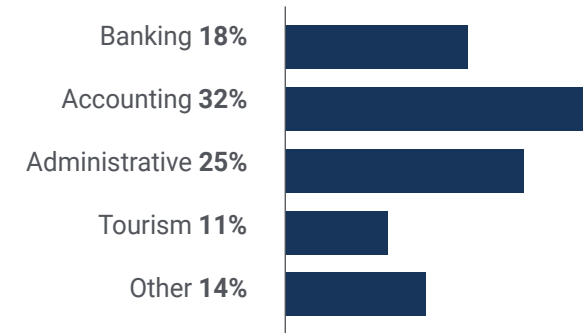
### Training

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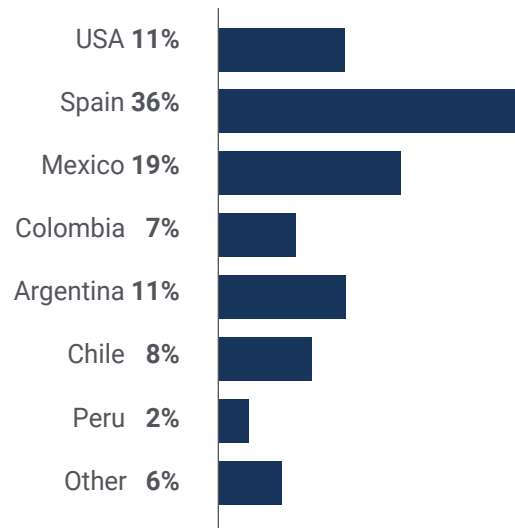
### Educational Profile

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## Geographical Distribution

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## Carolina Guzmán

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Accounting Manager

*"Thanks to this program I have been able to increase my training in market research methodologies. Undoubtedly, the quality of the contents and the teaching staff has been a plus to continue this course and finish it successfully. If you are looking for quality and specific expertise, look no further. At TECH you will find everything you need"*

08

# Course Management

The program includes in its teaching staff reference experts in Marketing Research Methodologies, who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for students. Therefore, the faculty will provide students with the most innovative and powerful content, which will help them to become successful managers in accounting.



“

*Our experienced teaching team will present you with the latest accounting information”*

## Management



### Dr. Pérez Estébanez, Raquel

- ◆ PhD in Economics and Business Administration
- ◆ Associate Professor at the Complutense University of Madrid. Since 2016
- ◆ Author of several publications

## Professors

### Ms. Bolinaga, Sara

- ◆ Practicing attorney, admitted to the School of Lawyers of Madrid
- ◆ Double degree in Law and Business Administration, Complutense University of Madrid (UCM) 2009-2015
- ◆ Master's Degree in Financial Economic Management from the Distance University of Madrid (UDIMA). 2018-2019
- ◆ Auditing and Accounting Technician. Present

### Mr. Martínez Laguna, Luis

- ◆ Professor-Collaborator, Economic and Business Sciences, CEU-San Pablo
- ◆ Degree in Economics and Business Administration
- ◆ Doctoral Studies: Accounting and Auditing
- ◆ Specialized in Commercial Research

**Dr. Martínez de Silva, Alberto**

- ◆ Director of Management Control Telefónica Spain
- ◆ Wholesale Business Manager Telefónica International
- ◆ Doctor in Economics and Business Administration Complutense University of Madrid
- ◆ Degree in Economics and Business Administration Complutense University of Madrid
- ◆ Postgraduate in Management Development. Navarra University
- ◆ Professor of the Department of Financial Economics and Accounting. Complutense University of Madrid
- ◆ Professor of the Department of Financial Economics and Accounting. San Pablo University

**Dr. López Domínguez, Ignacio**

- ◆ Dr. in Economics and Business Administration, Autonomous University of Madrid
- ◆ Professor, Complutense University of Madrid (Financial Management and Accounting Department)
- ◆ Academic Coordinator of the subject Fundamentals of Financial Management of the Company
- ◆ Member of the advisory board of several academic and scientific journals
- ◆ Regular contributor to different media and frequent lecturer on financial topics
- ◆ Author of numerous publications in his specialty

**Mr. Campuzano Vallés, Manuel**

- ◆ External collaborator in the consulting and educational area of I.E.C.E., as well as other educational companies Since 2001
- ◆ Degree in Economics and Business Administration. Autonomous University of Madrid. 1982
- ◆ Chartered Accountant and member of the ROAC, after having passed the qualification examination. 1988
- ◆ Certificate of Pedagogical Aptitude (CPA) Institute of Education Sciences of the Complutense University of Madrid. 2003
- ◆ Advisor to companies in the financial area Since 2001
- ◆ Lecturer in the financial area of the MBA, Master's Degree in Financial Management, Postgraduate Course in Business Management and Master's Degree in Accounting and Management Control EAE (School of Business Administration). Since 2011
- ◆ Associate Professor of Analytical Accounting and Financial Accounting at the Complutense University of Madrid. Since 2001

**Ms. Vico Román, Noelia**

- ◆ Associate Professor, San Pablo University CEU. Department of Business Economics. Since 2020
- ◆ Bachelor's degree in Business Administration, specializing in Accounting and Auditing. Rey Juan Carlos University (Madrid). 2003
- ◆ Diploma in Business Administration, specializing in Accounting and Financial Analysis. (URJC–Madrid). 2001
- ◆ Master's Degree in High School Teacher Training (Economics and Business Administration). Complutense University of Madrid. 2017
- ◆ Emotional Intelligence in the different educational stages (Magister– ANFAP–CSIF-130 hours) 2017
- ◆ Technical Specialist in Administration (IFP Isaac Peral-Torrejón de Ardoz). 1998

**Mr. López Gómez, Miguel Ángel**

- ◆ Degree in Economics and Business Administration, University of Alicante
- ◆ Doctorate Courses in Economics from Carlos III University of Madrid
- ◆ Doctorate courses in Business Management from the Autonomous University of Madrid
- ◆ Financial consultant for Banco Santander, Intermoney, Citigroup, Techrules and SIAG
- ◆ Training courses for Banco de Sabadell, Caja de Ahorros del Mediterráneo, Banco Cooperativo, Banco Pastor, etc
- ◆ From 2009 to 2013, he was deputy director of the Residence Hall Antonio Machado, Carlos III University of Madrid







“

*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”*

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 is to achieve professional growth.

For this reason, TECH puts all its efforts and tools at the student's disposal so that they can acquire the skills and abilities required to achieve this change.



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*Our main goal is to help you achieve the professional change you are looking for”*

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

TECH's Postgraduate Certificate in Market Research Methodologies is an intensive program that prepares the professional to face the challenges and business decisions at the accounting level, both nationally and internationally. The main objective is to promote personal and professional growth. Helping to achieve success.

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

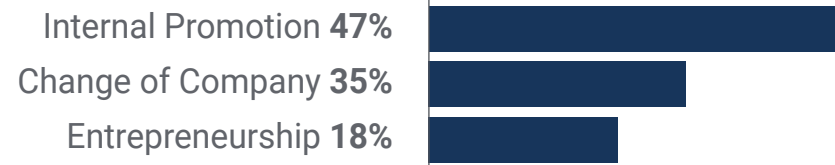
*Get up to date in accounting management and achieve the professional improvement you seek.*

*The higher specialization offered by TECH is an indispensable option to improve your education.*

#### Time of Change



#### Type of Change



### Salary Increase

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



10

# Benefits for Your Company

This Postgraduate Certificate in Market Research Methodologies contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this educational program will not only improve you on a personal level, but, above all, on a professional level, enhancing your education and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





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*Specialize ay TECH and offer your company a more updated vision of accounting management”*

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.

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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.

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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.

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06

### **Increased competitiveness**

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

11

# Certificate

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



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

This **Postgraduate Certificate in Market Research Methodologies** 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 Methodologies**

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 Methodologies

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

# Postgraduate Certificate Market Research Methodologies

