

Postgraduate Diploma

Market Research Production and Analysis





Postgraduate Diploma Market Research Production and Analysis

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Executives or middle management with demonstrable experience in managerial fields

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-market-research-production-analysis

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01 Welcome

With the amount of information available today for all kinds of campaigns or business actions, the production and analysis of Market Research itself has become essential, because thanks to it, companies can better target their advertising and products. This, which brings more positive results for companies, is an important business niche for all professionals seeking an improvement in their work environment. For this reason, TECH has developed this qualification, which covers all the most advanced theory regarding Market Research, with which the student will not only be able to increase their job prospects, but also excel in their professional field.



Postgraduate Diploma in Market Research Production and Analysis.
TECH Technological University



“

Thanks to your unique knowledge in Market Research Production and Analysis you will quickly stand out in your field of 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 centre for intensive managerial skills training.



“

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

At TECH Technological University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

100,000+
executives trained each year

200+
different nationalities



Empowerment

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

500+ | collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



Analysis

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



Academic Excellence

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



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a 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 studies in the academic community"

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

The objective of this program is to strengthen the student's leadership skills in the field of Market Research, with advanced knowledge in production and analysis that will lead them to stand out in a notorious way and, therefore, to occupy relevant positions within their field of action.



“

You will be a competent leader, analyzing your competitors and taking advantage of their weaknesses thanks to the skills you will acquire in this Postgraduate Diploma”

Your goals are our goals.

We work together to help you achieve them.

The **Postgraduate Diploma in Market Research Production and Analysis** will enable students to:

01

Define the latest trends and developments in production and analysis in Market Research

02

Develop the main techniques in Market Research

03

Conduct feasibility studies





04

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

05

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

06

Learn how to analyze the results of web search results

05

Structure and Content

TECH presents a quality syllabus for its students, written by a team of professional experts in Marketing Research who have brought all their real-life experience to this educational content. Through 3 complete teaching modules, the students will delve into all the key issues necessary to be an essential and admired technician in their field of business.



“

This Postgraduate Diploma is the key you were looking for to reach the top of your professional career. Don't hesitate and enroll now”

Syllabus

This qualification contains all the educational material necessary for the student to learn and master the main tools of analysis and production of Marketing Research. Additionally, the professionals in charge of writing all the content have made sure that it is adapted to the new labor demands, which ensures that the student acquires the skills required in the most sought-after management positions.

In the 450 hours proposed by the program, the student will also study real case studies presented by the faculty from their own experience, so the student will see first hand how to apply all the knowledge acquired in authentic market analysis contexts.

A curriculum that focuses on the professional improvement of the student through excellence, being a great opportunity for all people who want to excel in their profession without having to sacrifice their personal or professional life.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

Module 1.

Market Research Production

Module 2.

Internet Analytics and Metrics

Module 3.

Analysis of Results and Market Research Applications



Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Diploma in Market Research Production and Analysis completely online. During the 6 months of the program, the student will be able to access all the contents of this program at any time, which will allow the student to self-manage his or her study time.

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

Module 1. Market Research Production

1.1. The Quantitative Questionnaire

- 1.1.1. Concept, Functions and Type I:
- 1.1.2. Phases of the Questionnaire Design
- 1.1.3. Structure of the Questionnaire

1.2. Formulation of Questions

- 1.2.1. Types of Questions
- 1.2.2. Hierarchization of Questions
- 1.2.3. Pretest of the Questionnaire

1.3. Measuring Scales

- 1.3.1. Purpose and Types of Scales
- 1.3.2. Basic, Comparative and Non-Comparative Scales
- 1.3.3. Creation and Evaluation of Scales
- 1.3.4. Standardized Scales

1.4. Design of the Internet Questionnaire

- 1.4.1. Characteristics of the Online Questionnaire
- 1.4.2. Structure of the Online Questionnaire
- 1.4.3. Main Online Survey Supports

1.5. Scripts and Qualitative Interviews

- 1.5.1. Concept and Types
- 1.5.2. Structure of Scripts and Interviews
- 1.5.3. Formulation of Questions

1.6. Sampling

- 1.6.1. Sampling Concept and Process
- 1.6.2. Quantitative Sampling Methods
- 1.6.3. Sample Selection in Qualitative Research

1.7. Probability Sampling

- 1.7.1. Simple Sampling
- 1.7.2. Stratified Sampling
- 1.7.3. Cluster Sampling

1.8. Non-Probability Sampling

- 1.8.1. Random Route
- 1.8.2. Fees
- 1.8.3. Availability
- 1.8.4. Other Non-Probabilistic Methods

1.9. Sample Size

- 1.9.1. Sample Size Determining Factors
- 1.9.2. Sample Size Calculation
- 1.9.3. Sample Size in Industrial Markets

1.10. Fieldwork Process

- 1.10.1. Interviewer Training
- 1.10.2. Coordination of Information Gathering
- 1.10.3. Evaluation and Incidents

Module 2. Internet Analytics and Metrics

2.1. Information Systems for Decision-Making

- 2.1.1. Intelligence Management
- 2.1.2. Data Warehouse
- 2.1.3. Balanced Scorecard (BSC)

2.2. Web Analysis

- 2.2.1. The Fundamentals of Web Analytics
- 2.2.2. Classical Media vs. Digital Media
- 2.2.3. The Web Analyst's Basic Methodology

2.3. Google Analytics

- 2.3.1. Configuring an Account
- 2.3.2. Javascript Tracking API
- 2.3.3. Customized Reports and Segments

2.4. Qualitative Analysis

- 2.4.1. Research Techniques Applied in Web Analytics
- 2.4.2. Customer Journey
- 2.4.3. Purchase Funnel

2.5. Digital Metrics

- 2.5.1. Basic Metrics
- 2.5.2. Ratios
- 2.5.3. Setting Objectives and KPIs

2.6. Strategy Analysis Areas

- 2.6.1. Web Traffic Acquisition
- 2.6.2. Activation
- 2.6.3. Conversion
- 2.6.4. Loyalty

2.7. Data Science and Big Data

- 2.7.1. Intelligence Management
- 2.7.2. Methodology and Analysis of Large Volumes of Data
- 2.7.3. Data Extraction, Processing, and Loading

2.8. Web Analytics Tools

- 2.8.1. Technological Basis of WA Tool
- 2.8.2. Logs and Tags
- 2.8.3. Basic and Ad-hoc Labeling

2.9. Data Visualization

- 2.9.1. Viewing and Interpreting Dashboard
- 2.9.2. Converting Data into a Value
- 2.9.3. Integrating Sources
- 2.9.4. Presenting Reports

2.10. Mobile Analytics

- 2.10.1. Mobile Measurement and Analysis Methodologies
- 2.10.2. Mobile Metrics: Main KPIs
- 2.10.3. Profitability Analysis
- 2.10.4. Mobile Analytics

Module 3. Analysis of Results and Market Research Applications

3.1. Information Analysis Plan

- 3.1.1. Data Preparation
- 3.1.2. Stages of the Analysis Plan
- 3.1.3. Outline of the Analysis Plan

3.2. Descriptive Analysis of Information

- 3.2.1. Concept of Descriptive Analysis
- 3.2.2. Types of Descriptive Analysis
- 3.2.3. Statistical Programs in Descriptive Analysis

3.3. Bivariate Analysis

- 3.3.1. Hypothesis Contrast
- 3.3.2. Types of Bivariate Analysis
- 3.3.3. Statistical Programs in Bivariate Analysis

3.4. Multivariate Dependency Analysis

- 3.4.1. Concept and Characteristics
- 3.4.2. Types of Multivariate Dependency Analyses

3.5. Multivariate Analysis of Interdependence

- 3.5.1. Concept and Characteristics
- 3.5.2. Types of Multivariate Interdependence Analyses

3.6. Market Research Findings

- 3.6.1. Differentiation of Information Analysis
- 3.6.2. Joint Interpretation of Information
- 3.6.3. Application of the Conclusions to the Object of the Research

3.7. Creating a Report

- 3.7.1. Concept, Utility and Types
- 3.7.2. Structure of the Report
- 3.7.3. Editorial Standards

3.8. International Market Research

- 3.8.1. Introduction to International Market Research
- 3.8.2. International Market Research Process
- 3.8.3. The Importance of Secondary Sources in International Research

3.9. Feasibility Studies

- 3.9.1. Obtaining Information on Purchasing Behavior and Motives
- 3.9.2. Analysis and Evaluation of the Competitive Offer
- 3.9.3. Market Structure and Potential
- 3.9.4. Purchase Intention
- 3.9.5. Feasibility Results

3.10. Voting Intention Studies

- 3.10.1. Pre-Election Studies
- 3.10.2. Exit Polls
- 3.10.3. Vote Estimates

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”*

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

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

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

Relearning Methodology

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

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

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

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

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



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

Due to the great usefulness of the teaching contents taught in this program, the variety of profiles found in it is very high, with students from the business, economic and even social fields. This in turn is a great opportunity for all students to build a modern network to rely on at the end of the program.





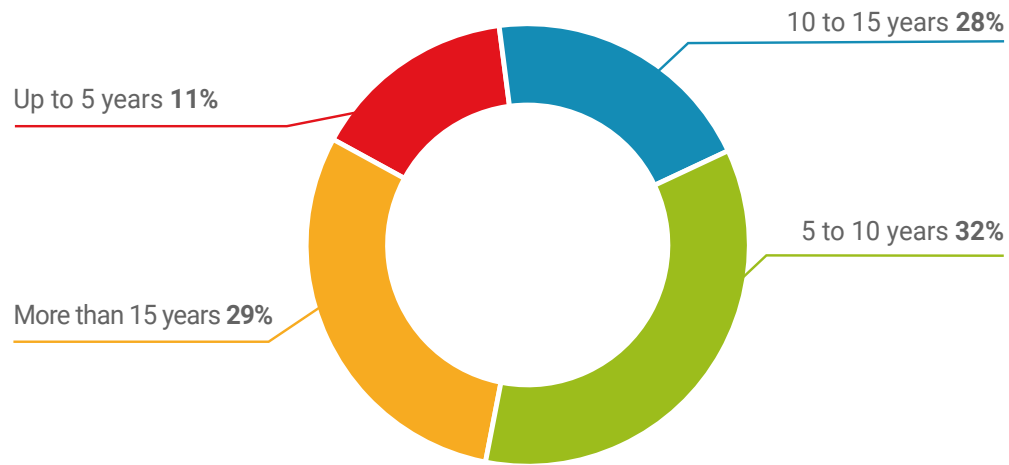
“

If you have experience in the management world or want to enter it with distinctive teaching, you're in the right place to do so"

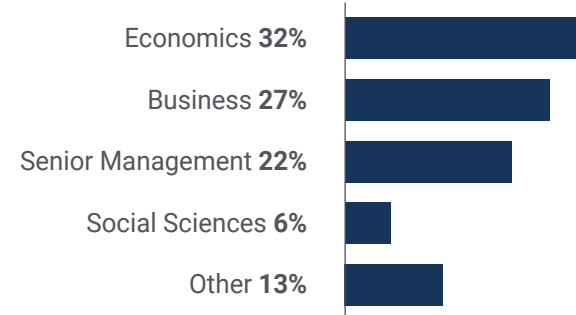
Average Age

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

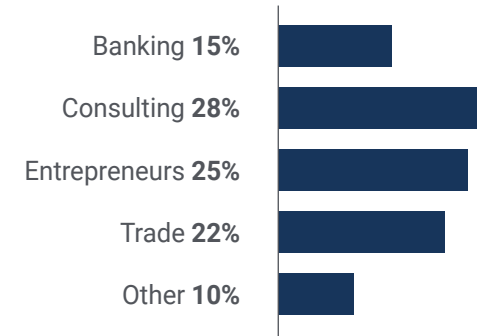
Years of Experience



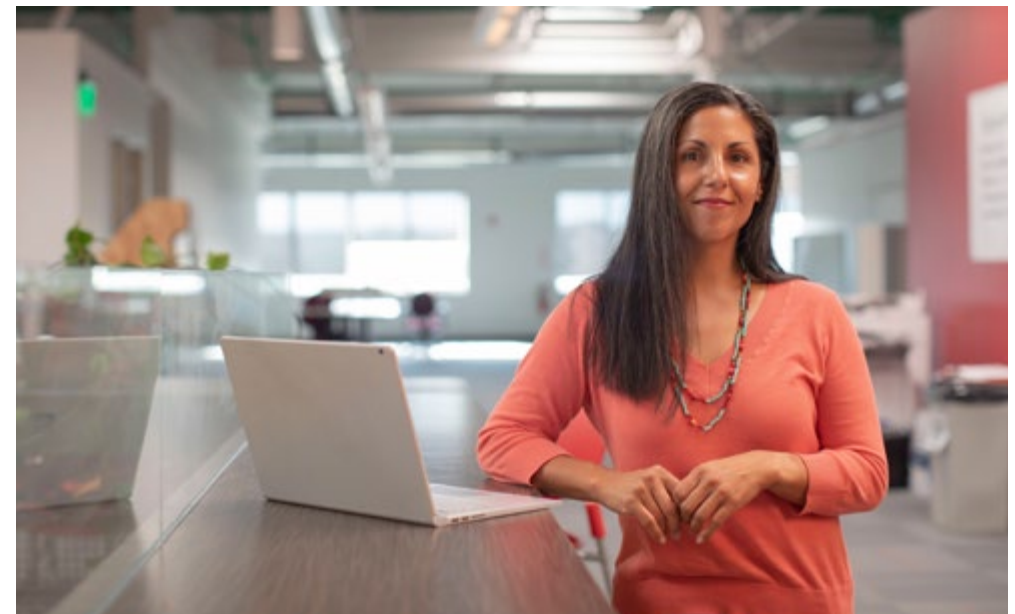
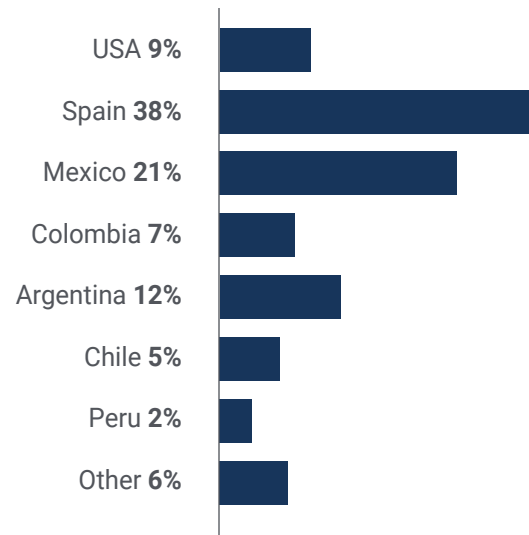
Training



Academic Profile



Geographical Distribution



Manuel Ortega

Company Director

"As much as one might wish it, considering a Postgraduate Diploma in Market Research Production and Analysis is not a simple matter and, even more so, when one has to balance it with one's professional activity and family life. However, the online Postgraduate Diploma in Market Research Production and Analysis at TECH Technological University made it possible for me. Skilful faculty made the experience and learning even more enriching. Largely as a result of that, today I'm the director of a large company of Communication, a new role that I play with enthusiasm and my best work. In short, change that comes from action"

08

Course Management

The program's teaching staff includes leading experts in marketing management, who bring their years of work experience to this program. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.



“

*We have the best teaching team to help you
to specialize in a highly demanded field”*

Management



Mr. López Rausell, Adolfo

- ♦ Director of TECH Business School
- ♦ Technical Direction in Projects and Market Studies at Investgroup
- ♦ Management at Club Innovation Club of the Valencian Community
- ♦ Degree in Economics and Business Administration, Universitat de València
- ♦ Diploma in Marketing in ESEM Business School



09

Impact on Your Career

TECH Technological University, being aware of the difficulties that its students may face in studying this qualification, strives to ensure that the professional impact of this Postgraduate Diploma is the greatest possible in the student's career. In this way, positive change is sought even before the end of the program, using state-of-the-art educational methodologies that help the student acquire the skills and apply them in the workplace as soon as possible.



“

Positive career change is near. You just need the boost that this specialization in Marketing Research will give you to reach your goals”

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

The Postgraduate Diploma in Market Research Production and Analysis of TECH Technological University is an intensive program, which will put the students in real business situations where they will have to demonstrate that they know how to face complicated decisions at the head of Market Research work teams. This will help them develop a leadership personality that is sure to bring them great professional results.

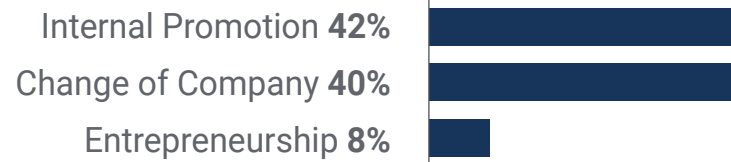
If you want to make a positive change in your profession, the Postgraduate Diploma in Market Research Production and Analysis will help you achieve it.

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

When the change occurs



Type of change



Salary increase

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



10

Benefits for Your Company

The students of this Postgraduate Diploma bring a unique quality to the companies that decide to hire them, since the set of tools acquired during this qualification makes them a valuable addition to any management position related to market analysis.



“

In a new business era where data will dictate most decisions, Market Research experts will have an exceptional advantage to excel in their profession"

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

01

Intellectual Capital and Talent Growth

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the 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 Postgraduate Diploma in Market Research Production and Analysis guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Market Research Production and Analysis** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Diploma in Market Research Production and Analysis**

Official N° of Hours: **450 h.**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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

Postgraduate Diploma Market Research Production and Analysis

