This one-year master will train you to understand the needs of consumers, how and why they make purchasing decisions, and how companies design products or services. You can become the consumer and market expert who drives product, marketing, strategy decisions within an organization.

You will get in depth training and experience in consumer psychology, consumer research, and the business of marketing. You will also refine your professional and leadership skills to help you continue or start successful career.

**BUSINESS, MARKETING & STRATEGY**

Learn to drive business decision through using consumer insights.

- Market Research Industry & Careers
- Insights for Entrepreneurs
- Customer Experience (CX)
- Marketing Fundamentals
- Managing the Customer
- Digital Branding & Advertising
- Market Intelligence: Industry Analysis & Strategy
- Driving Business through Market Research
- Product Launch Simulation
- Marketing Products & Brands

**PROFESSIONAL SKILLS**

Develop effective skills for working in teams, communicating results and managing your career.

- Innovation & Entrepreneurship
- Positive Leadership & Behavioral Fitness I
- Positive Leadership & Behavioral Fitness II
  - Team Building I
  - Team Building II
  - Presentation Skills
  - Communication Effectiveness
  - Careers Workshops

**CONSUMER INSIGHTS & ANALYTICS**

Master the qualitative and quantitative techniques for discovering consumer and market insights.

- Introduction to Market Research
- Big Data for Market & Consumer Research
- Focus Groups & In-depth Interviews
- Observational Methods
- Surveying Consumers & Citizens
- Introduction to Statistics for Professionals
- Quantitative Tools for Data Analysis
- Market Research Panels
- Web Mining & Social Media Monitoring
- Industry Applications of Market Research
- Preparing Survey Data Sets

**CONSUMER PSYCHOLOGY & BEHAVIOR**

Understand how consumers think, feel and behave.

- Psychological Foundations of Behavior I
- Psychological Foundations of Behavior II
- Consumer Identity & Personality
- Consumer Decision Making
- Ethnography, Anthropology & Cultural Marketing
- Neuromarketing & Consumer Behavior
- Behavioral Economics & Well-being
- The Psychology of Influence & Persuasion
## PROJECTS

<table>
<thead>
<tr>
<th>CHALLENGE</th>
<th>PROJECT</th>
<th>MISSION</th>
<th>TIMING</th>
<th>PANEL</th>
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<tbody>
<tr>
<td><strong>THE MILLWARD BROWN CONSULTING PROJECT</strong></td>
<td>Millward Brown assigns your team a real-world consumer marketing case during the first term. A real-world marketing case during the first term.</td>
<td>Understand the business situation and recommend appropriate marketing actions that the client should pursue.</td>
<td>4 days</td>
<td>Executives from Millward Brown</td>
</tr>
<tr>
<td><strong>THE NIELSEN CONSULTING PROJECT</strong></td>
<td>Your team works with Nielsen to address a real client situation and conducts market research to discover consumer insights and develop recommendations for the client.</td>
<td>Understand the business situation, carry out quantitative and qualitative market research and drive business decisions with research findings.</td>
<td>6 Weeks</td>
<td>Executives from Nielsen, Executives from Client, and Professors</td>
</tr>
<tr>
<td><strong>THE INTEGRATION CONSULTING PROJECT</strong></td>
<td>Your team integrates knowledge and skills from the program to develop a unique approach to solving a real-world challenge provided by the client.</td>
<td>Integrate learning across the Masters program (business, research, consumer behavior, leadership) to develop an appropriate research approach, conduct the research, and present recommendations to the client.</td>
<td>8 Weeks</td>
<td>Executives from the client</td>
</tr>
</tbody>
</table>

## IN COLLABORATION WITH:

Visit our website: www.mrcb.ie.edu  
Want to learn more? Email us: learnmore.mrcb@ie.edu

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**STUDENT PROFILES**

- **BUSINESS**  
  Recent graduates or professionals in the field of general business or marketing

- **SOCIAL SCIENCES**  
  Recent graduates or professionals in psychology, economics, sociology, communications, political science, or other social sciences.

- **APPLIED SCIENCES**  
  Recent graduates or professionals in engineering, math, actuarial analysis, among other applied sciences

**WHAT COULD YOU DO AFTER THE MASTER?**

- Brand Management  
- Consumer Insights  
- Marketing Consulting  
- Product Development  
- General Marketing  
- Marketing Intelligence & Strategy  
- Voting and Campaigning Research  
- Business Development  
- Advertising  
- Customer Experience

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**CAMPUS**  
**DURATION**  
**RANGE OF WORK EXPERIENCE**  
**LANGUAGE OF INSTRUCTION**  
**CENTRAL MADRID**  
**10 MONTHS**  
**0-10 YEARS**  
**ENGLISH**