

MASTER IN MARKET RESEARCH & CONSUMER BEHAVIOR

Consumer Insights + Marketing + Business

THE PROGRAM

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



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PROJECTS

CHALLENGE	PROJECT	MISSION	TIMING	PANEL
THE MILLWARD BROWN CONSULTING PROJECT	Millward Brown assigns your team a real-world consumer marketing case during the first term. A real-world marketing case during the first term.	Understand the business situation and recommend appropriate marketing actions that the client should pursue.	4 days	Executives from Millward Brown
THE NIELSEN CONSULTING PROJECT	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.	Understand the business situation, carry out quantitative and qualitative market research and drive business decisions with research findings.	6 Weeks	Executives from Nielsen, Executives from Client, and Professors
THE INTEGRATION CONSULTING PROJECT	Your team integrates knowledge and skills from the program to develop a unique approach to solving a real-world challenge provided by the client.	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.	8 Weeks	Executives from the client

IN COLLABORATION WITH:



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CAMPUS

CENTRAL MADRID



DURATION

10 MONTHS



RANGE OF WORK EXPERIENCE

0-10 YEARS



LANGUAGE OF INSTRUCTION

ENGLISH

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 Campaign Research
- Business Development
- Advertising
- Customer Experience