

Master in Market Research & Consumer Behavior

Jaime Veiga

Jan 24







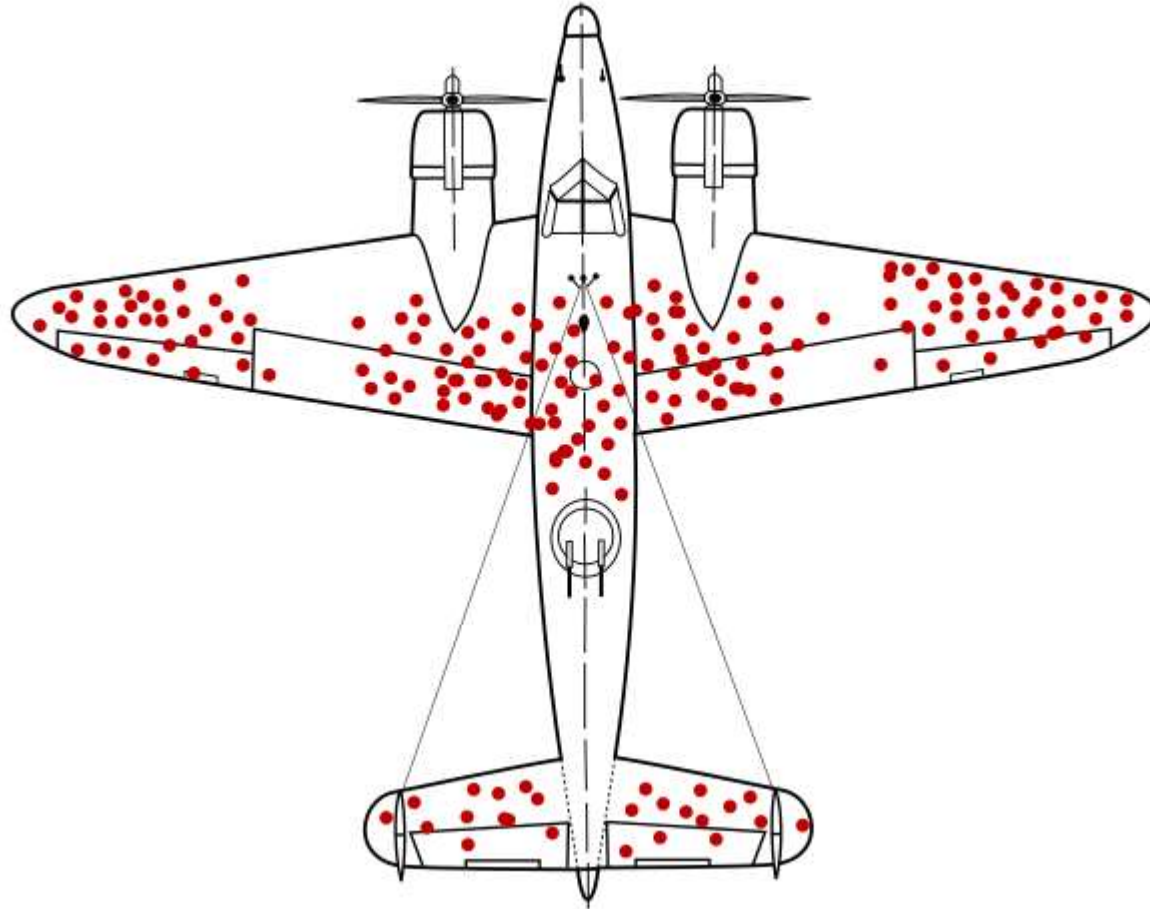
Might be your idea of MRCB today ...

Objectives

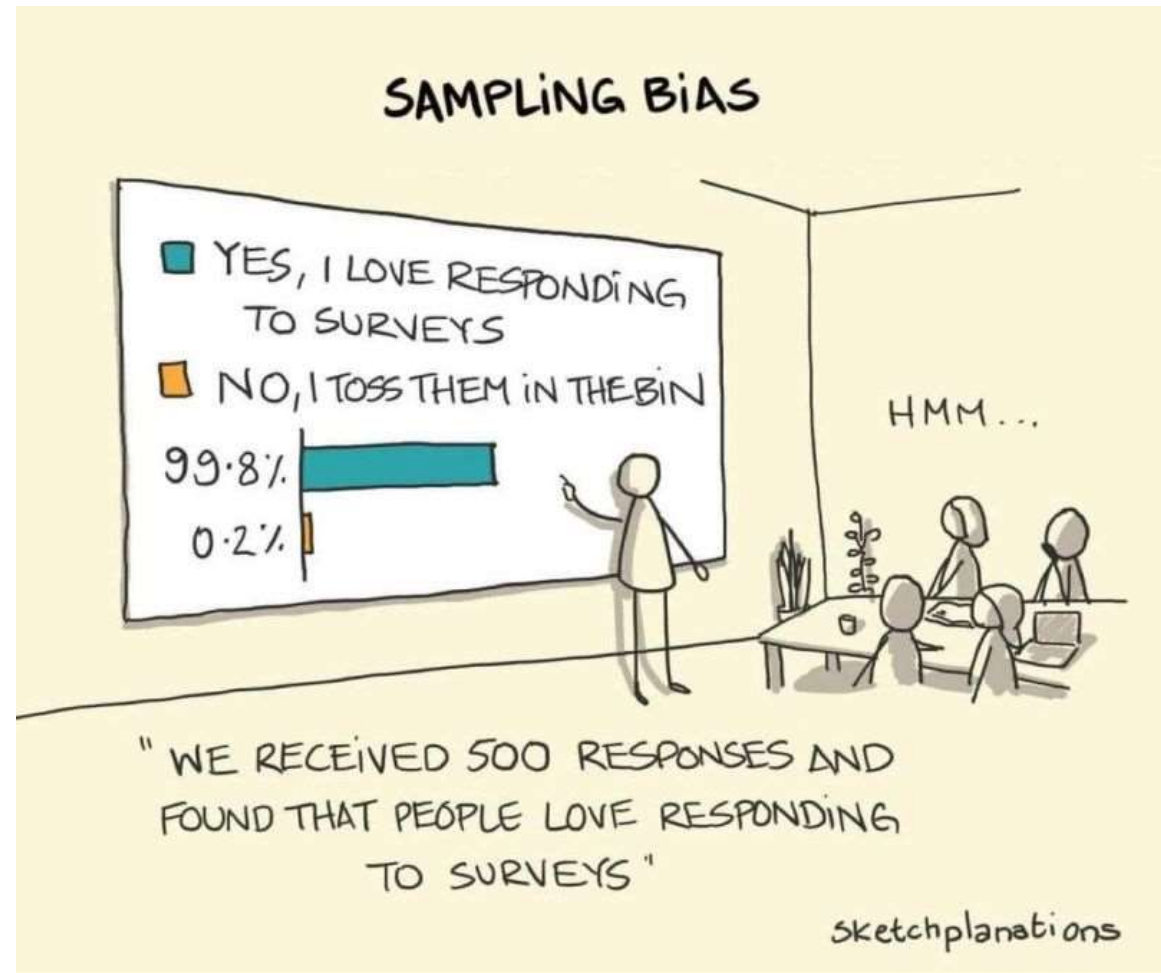
- **Meet each other (virtually) !!!!**
- **Get to understand better the program**
- **Get more insights on market research and consumer behavior ... from a professional level**
- **Q&A**



What's ahead of us



Some problems ... need MRCB!



agenda.

1

Intro

2

Students

3

**program and
professors.**

4

Careers

Introducing your Academic director... Jaime Veiga



- M. S. Chemical Engineering; B.S Psychology, PhD student (Economics)
- 14 years at **Procter & Gamble**, different roles and locations
 - Process Engineer / Product Research (Brussels- Belgium)
 - Market Research manager (Madrid- Spain)
 - Senior Manager – Market research (Geneva- Switzerland)
 - Shopper Marketing (Madrid- Spain)
- 5 years at **Johnson & Johnson**
 - Southern Europe + France Consumer Bu
- Senior freelance consultant
 -  **TRUST & NURTURE PARTNERS**
POWERING CONSUMER HEALTH & WELLNESS
 -  **mizzouri**
- Led many, many researches using all available tools ...
- **IE** Associated Professor in the Marketing area since 2010, teaching in more than 15 programs (Consumer Behavior) – iMBA, MIM, Global AMP, Executive
- Academic director IE- Business school – **Master in Market Research and Consumer Behavior**



Master in Market Research and Consumer Behavior - intro

- Already 11 editions! – more than 400 alumni (professionals in the sector)
- Master Program full time – 10 months (Sep-Jul)
- Targeted to curious Junior professionals
- Major focus in understanding Human Behavior and the tools to learn
- Traditional market research tools (*survey, qualitative, ...*) and NEW ones (*AI, social media listening, neuromarketing, observational methods,...*)
- Critical support of the new data Analytics tools – presented in an easy pedagogy from the faculty



MRCB overview.

Train next generation of experts in...

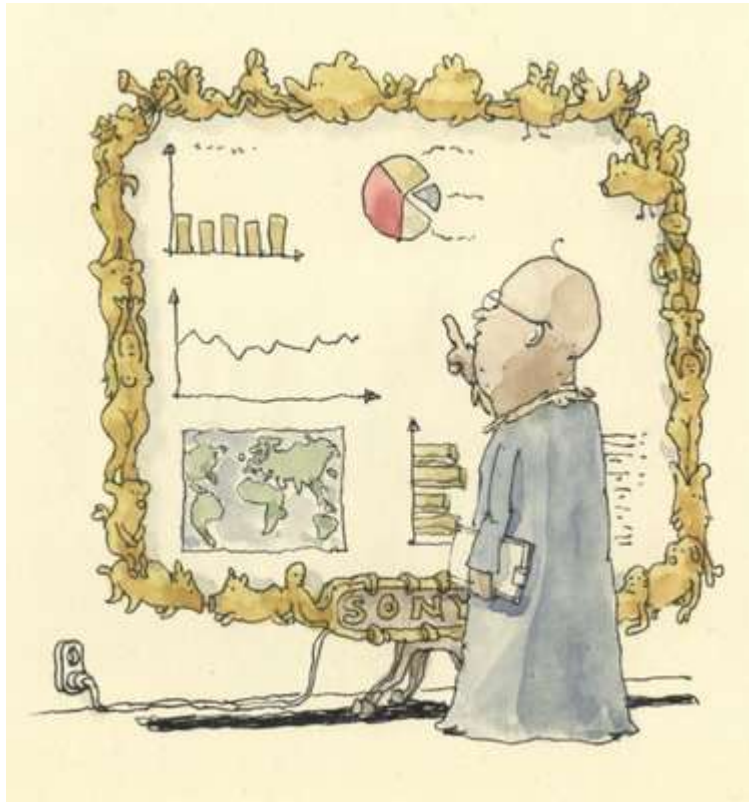
- ... understanding markets and consumers**
- ... to help companies, non-profits and governments**
- ... design and promote winning products and services**

Features

- ... first Master to combine research with Consumer Behavior**
- ... emphasis on training for career success**
- ... global orientation**
- ... intense 10 months!**
- ... Amazing career plans (best career placement MarCom programs)**

concept.

Back-Office Programmers



GAP

An opportunity
to fill this gap.

Marketing Managers



concept.

Back-Office Programmers

Quant-Jocks

- Tend to lack training in consumer behavior
- Work often disconnected from business decisions.
- Often miss “big picture”

“Big-Picture Specialists”

“Trilingual”:

- **AI/Quantitative and Qualitative Research**
- **Consumer Psychology**
- **Business of Marketing, Advertising, Communic.**

Marketing Managers

General Managers

- Tend not to have deep training in research methods.
- Tend to lack training in consumer behavior.

Structure of the academic year

- **PRE-program**
 - Sept
- **Core period – 7weeks**
 - Oct to mid Nov
- **Term1- 6 weeks**
 - Mid Nov – Xmas break (end Dec)
- **Term2- 11 weeks**
 - Jan25-end Mar25
- **Term3- 12 weeks**
 - Mid Apr25-early Jul25

2

students.



Class Profile MRCB 2023

34

Number of students

97%

International Students

24

Number of nationalities

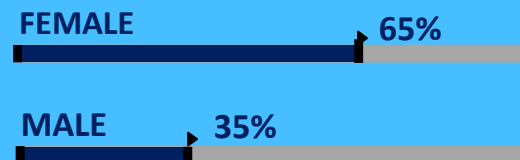
25.2

Average Age

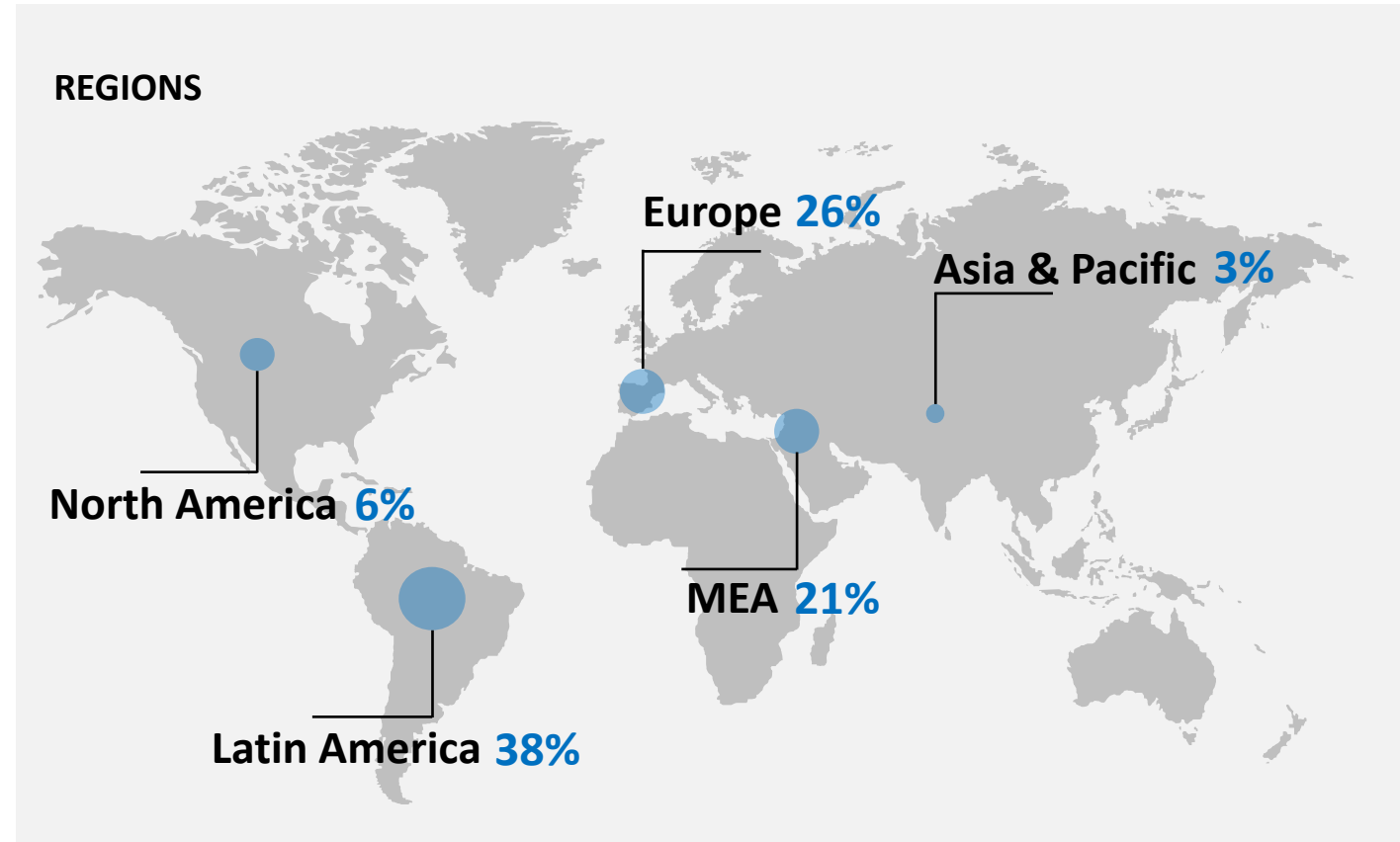
Represented nationalities

- | | | |
|-------------|------------|---------------|
| AMERICAN | ECUADORIAN | PERUVIAN |
| ARGENTINIAN | FRENCH | PORTUGUESE |
| BOLIVIAN | INDIAN | RUSSIAN |
| BRITISH | IRISH | SAUDI ARABIAN |
| CANADIAN | ITALIAN | SWISS |
| CHILEAN | JORDANIAN | TAIWANESE |
| COLOMBIAN | LEBANESE | VENEZUELAN |
| | MEXICAN | COSTA RICAN |

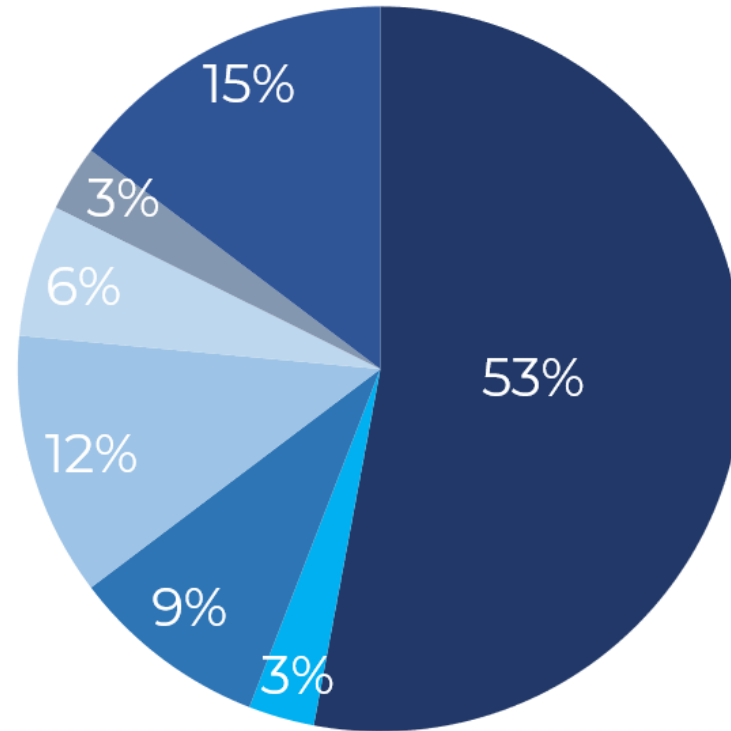
Gender



Class Profile MRCB 2023



ACADEMIC BACKGROUNDS



- Business
- Economics
- Humanities
- Social Science
- Hospitality
- Engineering
- Science

3

**program &
professors.**



The 4 areas

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



Business skills

BUSINESS, MARKETING & STRATEGY

Learn to drive business decision through using consumer insights.

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And soft skills

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Market Research tools and Data analytics



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tableau

SQL

SPSS

python

Consumer behavior



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- Neuromarketing & Consumer Behavior
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- The Psychology of Influence & Persuasion

And the Challenges!!!!

● TERM I

- Company: Kantar Millward brown
- 4 Sessions
- Objective: Apply some of the learnings to a real project, Millward Brown guiding

KANTAR MILLWARD BROWN

● TERM II

- Company: Nielsen + client
- 14 sessions
- Objective: Apply some of the learnings to a real project with a real client, with Nielsen supporting

nielsen

● TERM III

- Company: Client
- 15 sessions
- Objective: Apply some of the learnings to a real project with a real client

A client – top company!!!

And the Speaker series

- **80 min sessions with industry experts**
 - Voluntary
 - Normally after class
 - Trendy or relevant topics
- **3 types of content**
 - Learning some specific extra tools – state of art (games theory, ...)
 - Relevant soft skills
 - Networking
- **Examples of the previous sessions**
 - Conjoint research, Behavioral science,
 - P&G, The Cocktail, Appinio, IPSOS, Mondelez
- **1st ones:**
 - GoFluent: Behavioral Science expert
 - Neurons: Neuromarketing top agency

The professors ...



Very strong faculty!!!!

- **Professionals and experts from the different sectors**

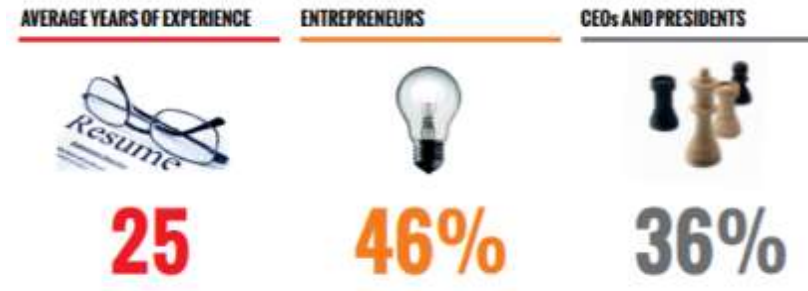
- Companies: P&G, Google, J&J, Wella, IBM, ...
- Institutes: Nielsen, Kantar, Dynata, Waves Research, ...
- Entrepreneurs

- **Academic Gurus**

- PhD's
- Teachers & top researchers (publishing & paving the way)
- Major Global Influencers

- **IE experts**

- Academic Directors of IE Master programs
- Departments leaders



But also experts in teaching

- ◉ **Trained on IE tools**
- ◉ **Meeting & stretching IE standards**
- ◉ **Massive experience teaching**
 - Many other IE programs
 - IE MRCB for 12 years already!

4

Careers



Career support

- **Support on the different Career resources available**
- **Workshop sessions on key topics: Finding TOP Jobs, CV, interviews, ...**
- **Individual sessions with your coach**
- **Very strong link with the recruiters**
- **Support post-graduation**

Careers after MRCB: 4 routes

Route1: Market research



Route2: Client!

(insight, Marketing, strategy
roles)



Route3: Consultancy!



Route4: entrepreneur



77%

% of MRCB alumni already working after 2 months of graduation:

Top employers:

appinio

Nielsen

NEOVANTAS
consulting

Ipsos

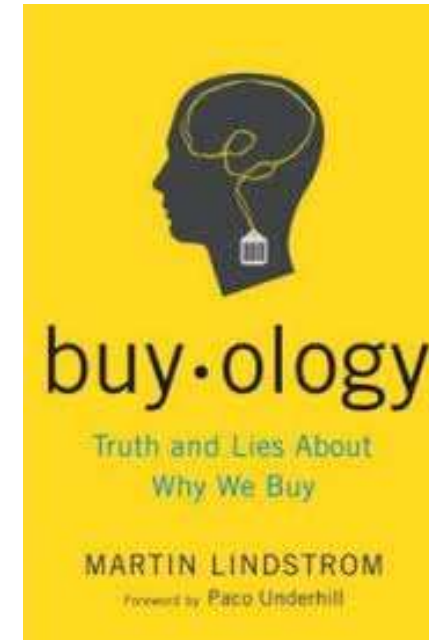
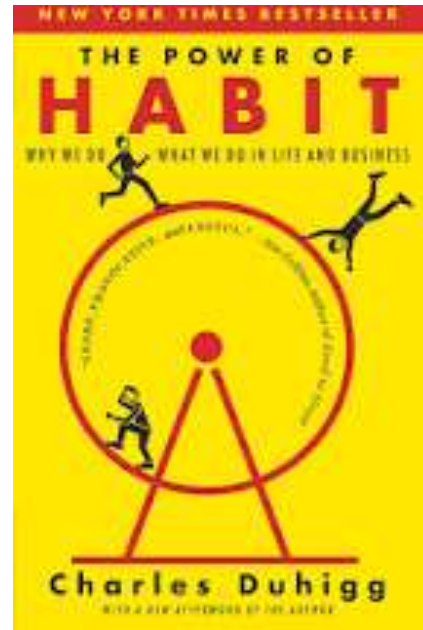
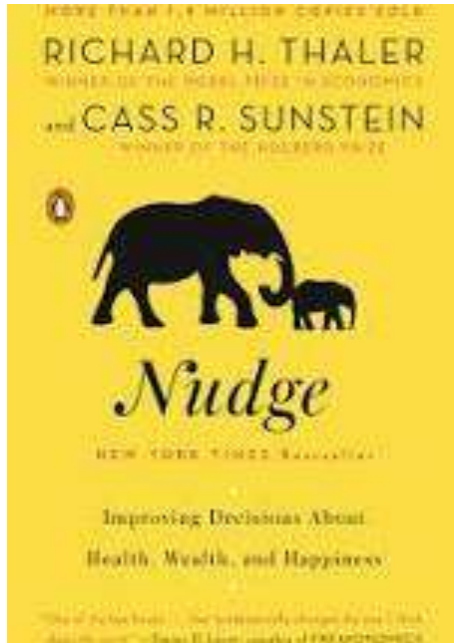
P&G

LinkedIn



<https://youtu.be/WXiH4TbATwo>

Recommended readings



ANY
QUESTIONS?





Prepare for the MRCB ride!

Master in Market Research & Consumer Behavior

Welcome!!!

Jaime Veiga

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