

**MRCB SEP 24**  
**A Look Ahead**

**SNEAK**

**PEEK**

# MASTER IN MARKET RESEARCH AND CONSUMER BEHAVIOR

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BUSINESS SCHOOL

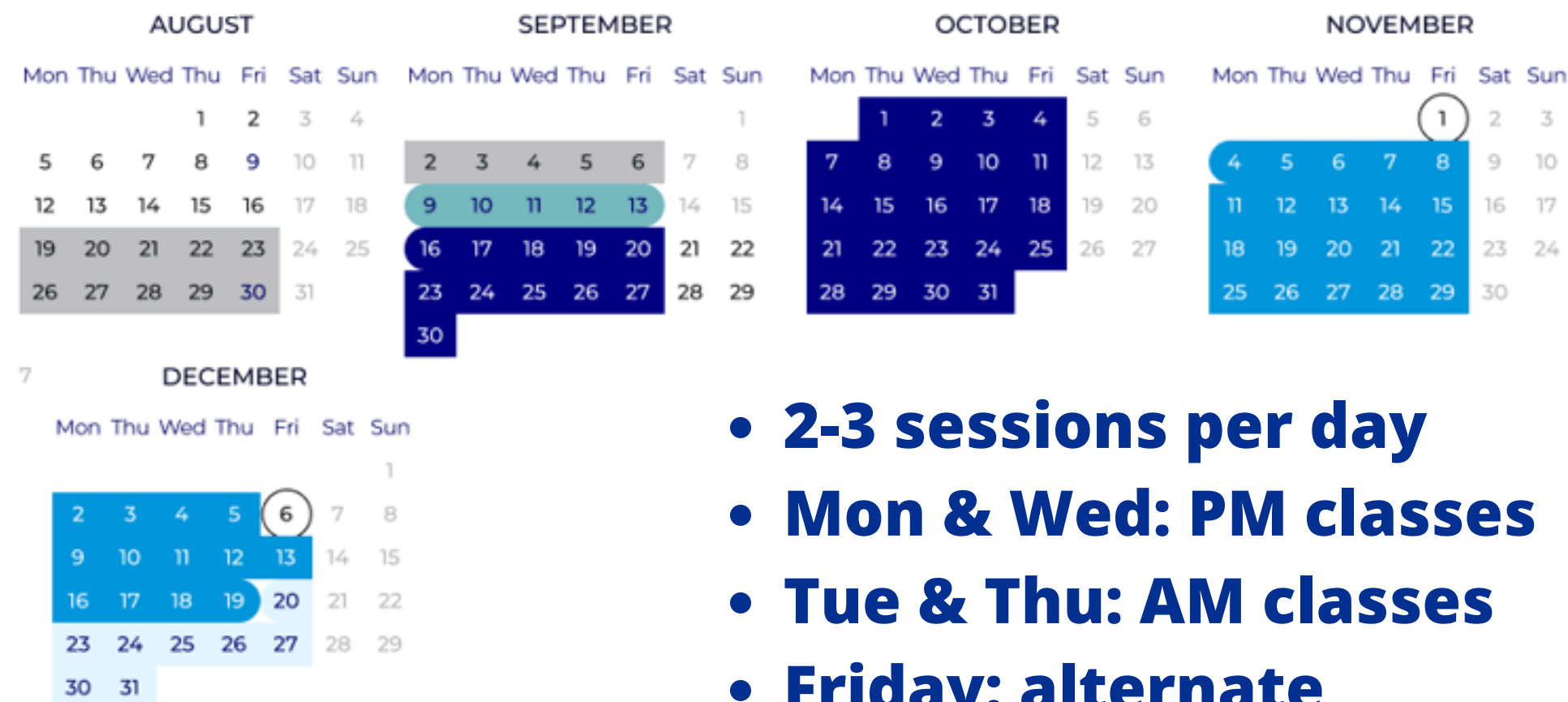


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## PERIODS (The Dates are subject to change)

- PREPROGRAMS - Aug 19 → Sep 8
- ORIENTATION WEEK - Sep 9 → Sep 13
- CORE PERIOD - Sep 16 → Nov 1
- TERM 1 - Nov 4 → Dec 19
- WINTER BREAK - 20 Dec → 7 Jan
- TERM 2 - Jan 8, 2025 → Apr 4
- IMMERSION WEEK - Apr 7 → Apr 11
- SPRING BREAK - Apr 12 → Apr 21
- TERM 3 - Apr 22 → Jul 4
- GRADUATION CEREMONY - 3rd week of July

## 2024



- 2-3 sessions per day
- Mon & Wed: PM classes
- Tue & Thu: AM classes
- Friday: alternate

## 2025



# List of Courses

<b>PRE-PROGRAM</b>	EXCEL TOOLS FOR MARCOM	3
	MRCB - PREPROGRAM	3
<b>CORE</b>	AI FOR PRODUCTIVITY	5
	CRITICAL THINKING	8
	HIGH PERFORMANCE TEAMBUILDING I	4
	SELF-TRANSFORMATION	5
	STORYTELLING AND PUBLIC SPEAKING	10
	BRANDING	6
	BUSINESS DEVELOPMENT AND SALES	5
	CONSUMER BEHAVIOR AND INSIGHTS	8
	CORE PERIOD CLOSING EVENT WITH VICE DEAN	1
	CROSS-CULTURAL COMMUNICATION	3
	CUSTOMER EXPERIENCE	8
	DIGITAL MARKETING	8
	DIVERSITY, EQUITY AND INCLUSION	2
	ENTREPRENEURSHIP	4
	FINANCE FOR MARKETEERS AND COMMUNICATORS	5
	VISUAL COMMUNICATION	6
WELL-BEING IN PRACTICE	2	

<b>T1</b>	HIGH PERFORMANCE TEAMBUILDING II	4
	INTRODUCTION TO STATISTICS	12
	KANTAR CHALLENGE	4
	RESEARCH PANELS FOR BEHAVIORAL INSIGHTS	10
	QUALITATIVE RESEARCH	14
	QUANTITATIVE RESEARCH - SURVEYS	14
	UNDERSTANDING CONSUMER BEHAVIOR I	14
<b>T2</b>	PROBLEM SOLVING	5
	CREATIVE THINKING	5
	PROJECT MANAGEMENT	6
	INTRODUCTION TO BIG DATA FOR RESEARCH	12
	STRATEGIC MARKETING	14
	HANDLING AND PREPARATION OF DATASETS	8
	BEHAVIORAL OBSERVATIONS	12
	PRODUCT LAUNCH SIMULATOR	8
	RESEARCH AGENCY CHALLENGE	14
	UNDERSTANDING CONSUMER BEHAVIOR II	14
<b>T3</b>	NEUROMARKETING	12
	WEB MINING AND SOCIAL MEDIA LISTENING	12
	POWER AND INFLUENCE	6
	ADVANCED BIG DATA	8
	COMMUNICATION EFFECTIVENESS AND ROI	12
	CONSUMER DECISION MAKING	8
	CUSTOMER ANALYTICS	8
	ETHNOGRAPHY AND CULTURAL MARKETING	12
	FINAL CHALLENGE	15
	QUANTITATIVE TOOLS FOR DATA ANALYSIS	0
	MARKET INTELLIGENCE AND SUSTAINABILITY	12
UNDERSTANDING CONSUMER BEHAVIOR III	15	
EXPERIMENTS IN BEHAVIORAL SCIENCE	8	
AI and ADVANCED RESEARCH TOOLS	8	

# Certificates



# Immersion Weeks

**2023  
Amsterdam**



**2023  
Cape Town**



# Tentative Covalidations Sep 24

## JAN '24 MIM - SEP '24 MRCB STANDARD DUAL DEGREE CO-VALIDATIONS

### GRADE AND CREDIT RECOGNITION

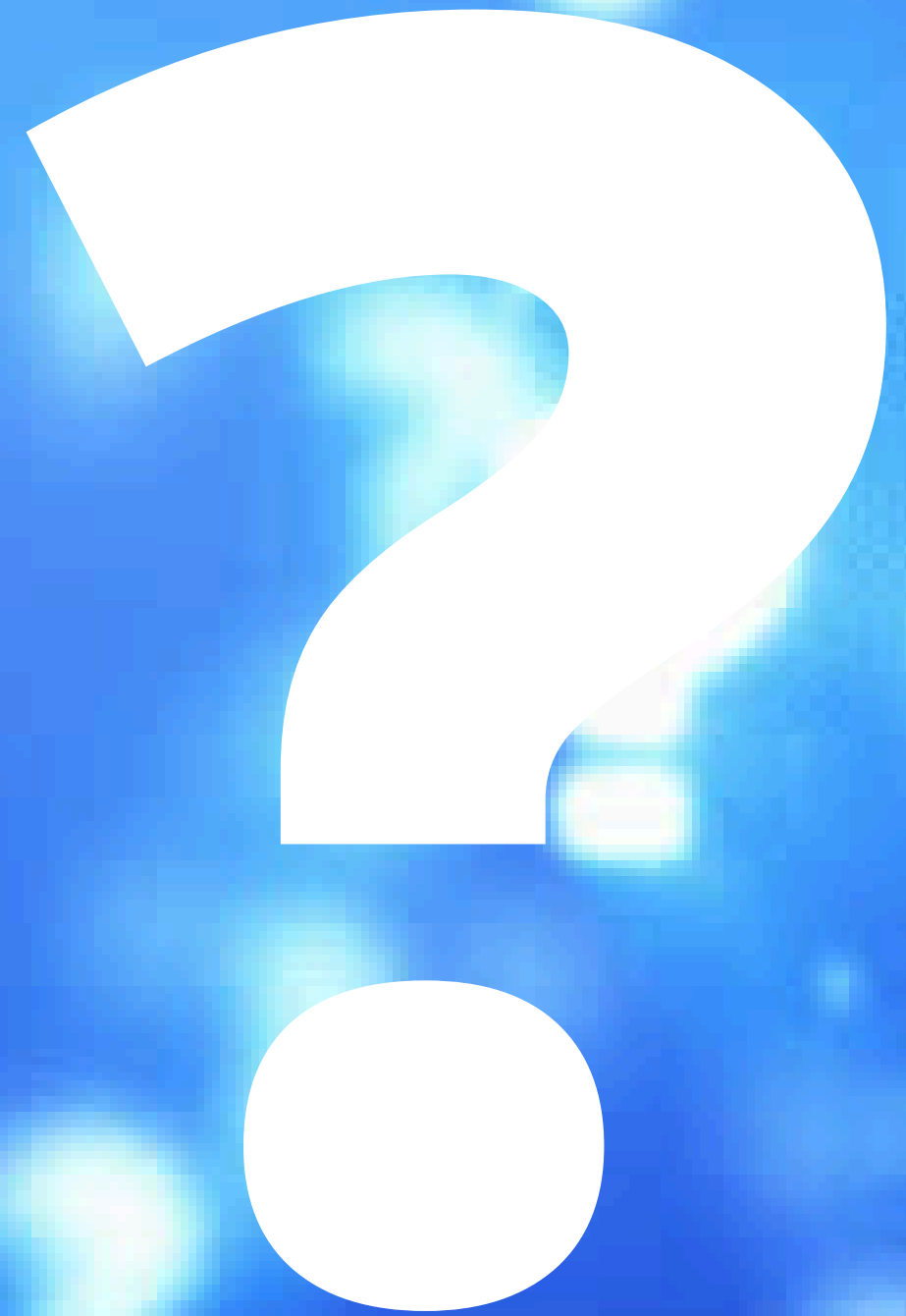
Program 1			Program 2		
Master in Management (MIM)			Master in Market Research & Customer Behavior (MRCB) (Private University Degree)		
Course	Term	Sessions	Course	Term	Sessions
WELL-BEING IN PRACTICE	Start Module and Term 1	2	WELL-BEING IN PRACTICE	Core	2
LEADING PEOPLE & TEAMS	1	20	MANAGING HIGH PERFORMANCE TEAMS	Core	2
STORYTELLING AND PUBLIC SPEAKING	1	10	STORYTELLING AND PUBLIC SPEAKING	Core	10
ADVANCED EXCEL BUSINESS SOLUTIONS	1	10	EXCEL TOOLS FOR MARSALSALES	Core	3
MARKETING	1	20	MARKETING PRODUCTS & BRANDS	2	16
DIVERSITY & INCLUSION WORKSHOP	2	2	DIVERSITY, EQUITY AND INCLUSION	Core	2
FINANCE	2	20	FINANCE FOR MARKETEERS AND COMMUNICATORS	Core	5
FINANCIAL REPORTING	2	15			
<b>TOTAL</b>		<b>99</b>	<b>TOTAL</b>		<b>40</b>



# Academic Director Jaime Veiga Mateos



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**KEEP**

**CALM**

**HAVE**

**FUN**



**WORK  
HARD**