MASTER IN MARKET RESEARCH & CONSUMER BEHAVIOR

You drive insights.
MASTER IN

MARKET RESEARCH &

CONSUMER BEHAVIOR

10 MONTHS · MADRID · OCTOBER · ENGLISH
You drive insights.

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AN EXCITING CAREER

MARKET RESEARCH AND CONSUMER BEHAVIOR
YOU DRIVE INSIGHTS.

Companies must be able to consistently reveal key insights about their customers.

Companies large and small are struggling with escalating competition in their markets and the need to continuously update their products and services to meet the demands of their customers. And although there is great promise in the massive availability of customer data and new high-tech ways of interacting with customers, marketers are challenged to make sense of the data and to understand the behavior of customers. What companies need to remain competitive is a new breed of research professionals who are both experts in market research and consumer psychology. Recruiters seek big-picture specialists with diverse backgrounds in business, marketing, social sciences, and other applied humanities -- who are trained to work across business functions like marketing, market research, advertising, integrated communications, consumer insights, and product design and development.

Companies need you to drive insights.

If you are seeking a creative and analytical career, and you aspire to be a leader in this exciting and fast-growing world of market research, you need training in both business and marketing. Additionally, you will need training in traditional and cutting-edge research techniques, in how to study consumer behavior, and in the workplace skills that will allow you to work effectively in teams and within an organization. Get this training, and you will drive the marketing insights that allow any company or organization to better understand its markets and better design its products and services.

Get the training you need, in 10 months in Madrid, in a class of global professionals.

The IE Master in Market Research & Consumer Behavior was designed in conjunction with corporate experts and recruiters, to give you exactly the training you need for a successful long-term business career in marketing, advertising, product development, communications, entrepreneurship or if you prefer, doing essential research in the public or non-profit sector.

We encourage you to read onwards in this brochure. If you find yourself excited as we are about the world of market research, we encourage you to have an informal chat with one of our market research career advisors (learnmore.mrcb@ie.edu) or apply to join us for this amazing experience.
WHAT COULD YOU BE DOING?

DEMAND FORECASTING  BRANDING  STRATEGY DESIGN
ADVERTISEMENT TESTING  MARKETING ROI  DATA MINING
SOCIAL MEDIA MONITORING  PRICE ELASTICITY TESTING
VOTING BEHAVIOR  NEUROMARKETING  PRODUCT DEVELOPMENT
SURVEYS & FOCUS GROUPS  MARKETING OPTIMIZATION
PRODUCT DESIGN & INNOVATION  ETHNOGRAPHIC RESEARCH  MARKET INTELLIGENCE
THE PROGRAM

A 10 MONTH JOURNEY

You will master the four areas of knowledge needed to become a successful professional in market research and consumer behavior...

• Market Research Industry & Careers
  • Marketing Fundamentals - The Mix
    • Product & Services Marketing
    • Branding & Advertising
    • Managing the Customer
  • Digital Branding & Social Media
• Market Intelligence: Industry Analysis & Strategy
  • Marketing Effectiveness & ROI
  • Driving Business through Market Research

WHY? Understand how to drive business decisions using market and consumer research.

• Innovation, Creation & Entrepreneurship
  • Projects, Proposals & Negotiation
    • Leadership Essentials
    • Influence & Persuasion
    • Positive Leadership
    • Interviewing Skills
  • Working in Teams-Defining a Team
  • Working in Teams-Becoming a Team
• Communication Skills-Verbal Presentation
• Communication Skills-Data Visualization
• Personal Branding, Networking & Employability

WHY? Develop effective skills for working in teams, communicating results and managing your career.
MARKET RESEARCH & ANALYTICS

- Introduction to Market Research
- Data Sources for Market 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

WHY? Master the qualitative and quantitative techniques needed to discover market and consumer insights.

CONSUMER BEHAVIOR

- Consumer Landscape & Journey
- Psychological Foundations of Behavior
- Consumer Identity & Personality
- Consumer Decision Making
- Psychology of the Marketing Mix
- Ethnography, Anthropology & Cultural Marketing
- Neuromarketing & Trends in Consumer Behavior

WHY? Learn how to test and understand how consumers think, feel and behave.

...a program built around the needs of industry recruiters and continually updated based on their feedback.
1. BRIEFING
You are given a real business problem by client mentors.

2. EXECUTING
You and your team conduct research and develop recommendations.

3. DELIVERING
Your team presents its results to the client, receives feedback, and a winning team is chosen.

You have three intensive opportunities to gain hands-on training working directly with industry experts.
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<th><strong>CHALLENGE</strong></th>
<th><strong>MISSION</strong></th>
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<th><strong>STUDENT QUOTES</strong></th>
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<tr>
<td><strong>MILLWARD BROWN MARKETING CHALLENGE</strong></td>
<td>Your team analyzes a real-world marketing case and then presents conclusions and recommendations.</td>
<td>4 DAYS</td>
<td>Millward Brown Executives and Professors.</td>
<td>“The challenge was great. It was juice for our brains” - Carlos Jaramillo</td>
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<td><strong>NIELSEN MARKET RESEARCH CHALLENGE</strong></td>
<td>Your team addresses a business situation and conducts market research to discover insights and develops recommendations for the client.</td>
<td>6 WEEKS</td>
<td>Nielsen Executives and Professors.</td>
<td>“A taste of what a real life research project is about.” - Gabriel Rodríguez</td>
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<td><strong>CLIENT INTEGRATION CHALLENGE</strong></td>
<td>Your team integrates knowledge and skills from the program to develop a unique approach to solving real-world challenge provided by the client.</td>
<td>8 WEEKS</td>
<td>Executives from client and Professors. Recent clients: orange and 3M</td>
<td>“We came up with our own methodology for the research, incorporating what we learned from consumer behavior.” - Marina de Campos</td>
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**EXPOSURE WORKSHOPS**
In addition to Courses and Hands-on Challenges, you will participate in a series of workshops designed to expose you to the latest trends and emerging ideas, tools and technologies.

*The company sponsor of the integration challenges changes annually.*
A MULTICULTURAL & GLOBAL CLASS

BECOME PART OF A VIBRANT INTERNATIONAL CLASS.

Imagine YOURSELF in a typical IE project team, working with:

PIA
A professional in Commerce from the Philippines.

UTA
A recent Business graduate from Germany.

NANA
A pharmaceutical professional from Ghana.

SANKAR
An Indian IT professional.

“BEING ABLE TO WORK WITH PEOPLE ACROSS CULTURES AND COUNTRIES... A KEY TO SUCCESS”

“WE ARE THE MOST INTERNATIONAL MARKET RESEARCH PROGRAM IN THE WORLD”
These are just some of the exciting career tracks of our Alumni:

**ALISON**

**Nationality:** American

**Academic Background:** Gettysburg College Bachelor of Arts, Management and Spanish

**Past experience:** Santander, Strategic Financial Analyst

**Now:** Senior Associate at Millward Brown Digital

The diversity of thinking and experience in my team was key to our results.

**SASWATI**

**Nationality:** Indian

**Academic Background:** Bachelor of Arts with English Major from Scottish Church College. Master of Arts and Master of Philosophy from SNDT Women’s University, Mumbai, India

**Past experience:** CKS Consulting: Knowledge Manager, Head of Research and Design for 6 years

**Now:** Google, User Experience Researcher

The biggest lesson learned was how to manage the team in a very short time.

**FERNANDO**

**Nationality:** Salvadorian / American

**Academic Background:** Queens University - Corporate Communication & Business

**Past experience:** Sherwin-Williams Central America - Marketing Department Trainee

**Now:** Marketing Manager at Start-up Bluemove in Spain; just accepted an offer as the Market Research & Publicity Manager in Sherwin-Williams Co. in Central America.

I will now return to Sherwin-Williams to start a Market Research department for Central America and will also be in charge of Advertising, none of which would have been possible without the MRCB program.
REAL-WORLD FACULTY
COMPANIES REPRESENTED

IBM, McKinsey, Xerox, Nintendo, Yahoo, Volvo, Orange, L’Oreal, Google, Teach for America, Nielsen, Kantar Media, TNS, Kraft, Unilever, and others.

COUNTRIES

Brazil, Colombia, France, Greece, India, Netherlands, Portugal, Spain, United States, United Kingdom.

AVERAGE YEARS OF EXPERIENCE

25 years of industry experience

ENTREPRENEURS

46%

CEOs AND PRESIDENTS

36%
OUR STUDENTS

CLASS

33 class of 2012
54 class of 2013

Future leaders in driving insights

INTERNATIONAL

31% studied an undergraduate degree outside of their country

PROFESSIONAL BACKGROUNDS


ACADEMIC BACKGROUND

40% Business
24% Social Sciences
24% Arts & Humanities
12% Science & Technology

AGE

21-32 years old

WORK EXPERIENCE

0-8 years
FUN FACTS

10 Master degrees + 4 MBAs = 11% Masters
1 Executive Certificate in Health Leadership
1 Professional model
2 Entrepreneurs
1 PhD
1 National swimming champion (for +15 years)

NUMBER OF LANGUAGES SPOKEN

1 language: 15%
2 languages: 37%
3 languages: 37%
4+ languages: 11%

COUNTRIES

Brazil, Bulgaria, Canada, China, Colombia, Ecuador, Egypt, El Salvador, France, Germany, Ghana, Greece, Guatemala, India, Iran, Italy, Lebanon, Liechtenstein, Lithuania, Mexico, Norway, Philippines, Puerto Rico, Russia, Saudi Arabia, Scotland, South Korea, Spain, United Kingdom, United States of America, Venezuela.

GENDER

66% female 34% male
IE TEACHING

APPLY WHAT YOU LEARN.

IE’s innovative teaching methodology focuses on active-learning using case studies, multimedia simulators, team projects, and the most common market and consumer research tools used in the industry.

IN COLLABORATION WITH:

Millward Brown  orange™  nielsen

Google™  HabberTec

...and others.

RECOGNITION:

IE University and IE Business School are top ranked schools according to international media:

- 1st European Business School by Financial Times, 2013
- 1st European Business School by Financial Times, 2012
- Executive MBA ranked 2nd worldwide by The Economist, 2013
- IE University is ranked No.1 in Spain, No.12 in Europe in the Global Employability Survey 2013 by the International New York Times.
- 3rd worldwide in Aspen Institute’s sustainability ranking 2011
THESE ARE SOME OF THE FACTORS THAT WILL BE KEY DURING YOUR LEARNING EXPERIENCE:

PRACTICAL HANDS-ON LEARNING
work on real life business problems with industry experts and real clients.

WORLD-CLASS FACULTY
that include full-time professors from across IE University and IE Business School, as well as faculty-practitioners who are working in senior positions in market research and consumer behavior.

EMPLOYMENT-FOCUSED CURRICULUM
designed in conjunction with industry professionals and based on the needs of employers.

SPEAKERS AND EVENTS
that provide you with a rich source of new ideas and perspectives.
Join us at IE and you will be part of more than a Masters program. Your learning will go beyond classroom training, and extend to a rich array of on and off-campus activities, and the cultural and professional life in the city of Madrid. You will benefit greatly from your international classmates in the program, from relationships with students in other programs at IE University and IE Business School, and from your relationships with faculty.
During the 10-month program, in addition to gaining expertise in market research and consumer behavior, you will grow as a person and as a professional, make lifelong friends, and take part in an unforgettable period of your life in Madrid. The program is taught entirely in English, and you’ll also have the opportunity to learn/improve your Spanish - the native language of 500 million people worldwide and the world’s second business language.

Madrid is the capital of Spain and Europe’s fourth largest city. IE’s campus is centrally located in the beautiful Salamanca neighborhood in the heart of the city - which means IE students are a few metro stops away from the cultural and historical center of city, and from the many neighborhoods that make up the life of Madrid.

See videos and other information on Madrid and IE Campus at:  www.ie.edu/madrid
ADMISSIONS & FINANCIAL AID

The objective of the admissions process is to select motivated students with high potential for success and leadership in their chosen field.

IE’s admissions process is based on the review of your application materials as well short interviews with our admissions and academic team to ensure a good fit between the program and your preparation and career interests.

THE PROCESS Follows 4 STEPS:

1 APPLY: Visit our website and download the application form and instructions (www.ie.edu/mrcb). You can submit your application online.

2 REVIEW: Our admissions and academic team will review your application and all accompanying documents.

3 INTERVIEW: If you pass the review, you will be invited to interview with our admissions and academic staff (in-person, or on-line).

4 DECISION: IE Admissions will make a final decision on your application. The admissions process is a rolling process and there is no deadline for application for a particular class. Admission are valid for two years.

If you have any questions or would like to chat about your career, do not hesitate to contact us at learnmore.mrcb@ie.edu
ADMISSION REQUIREMENTS
The application form provides the Admissions Committee with important information for evaluating candidates. In addition to the completed form, please enclose the following documentation in your application package:

- **Evidence of completion of a Bachelor degree** (or equivalent) from an accredited university. Note: Previous exposure to undergraduate-level statistics is helpful (but not required).
- **Official university transcripts** (certified translation into English or Spanish).
- **English language certificate** for non-native English speakers (Cambridge Proficiency, TOEFL, IELTS, EOI). A certificate is not required if you completed an undergraduate degree in English.
- **One-page CV or resumé.**
- **IE Global Admissions Test** (you may provide a GMAT or GRE instead)
- **Photocopy of current passport.**
- **One passport-sized photo.**
- **Completed application form**, including all supporting documents.
- **Two letters of recommendation.**
- **Application fee €125** (non-refundable and payable by credit card or cash).

FINANCIAL AID
The IE Financial Aid Department currently offers a range of scholarships and other financial aid options to help you fund your studies in the Master in Market Research and Consumer Behavior.

Sign up to the next Virtual Information Session to find out more: [www.ie.edu/financialaid](http://www.ie.edu/financialaid)
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