

Master in Market Research & Consumer Behavior



“Understanding markets and consumers to design and promote winning products and services...”

Apply your training in social or applied
science to an exciting new career...

Political Science **Media** Economics Psychology Engineering
Business Statistics **Public Relations** Advertising Computer Science
Communications Political Science **Economics** Sociology Anthropology
Science **Mathematics** Advertising Computer **Business** Market
Research **Psychology** Political Science Economics Sociology Statistics
Advertising Economics **Communications** Psychology Political
Science **Anthropology** Business **Statistics** Rel
Computer Sciences Anthropology Psychology Political Science
Engineering Business Statistics **Political Science** Advertising
Sciences **Marketing** Engineering Psychology Political Science
Media Psychology Engineering **Economics** Business Statistics
Advertising Computer Sciences Marketing **Anthropology** Polit
Science Sociology Anthropology Computer Science Statistics

...helping companies, non-profits and policy-
makers design better products and services

IE Master in Market Research & Consumer Behavior

QUICK FACTS

Format: Full-Time

Location: On-campus (Madrid)

Language of instruction: English

Length: 10 months

Intake: October

Admissions Period: Rolling admissions process (no deadlines)

Program Overview





The Master in Market Research and Consumer Behavior prepares young professionals from diverse backgrounds for creative or analytical careers that involve understanding markets and consumers to help companies, non-profits and governments design and promote winning products and services.

This highly interdisciplinary program is offered by **IE School of Social & Behavioral Sciences** in collaboration with **IE Business School**. This collaboration reflects our commitment to developing graduates who have outstanding professional expertise they can apply immediately to a wide range of career paths. By combining training in market research, consumer behavior, and the business of marketing, this program produces "big-picture specialists" who have highly marketable skills, and who understand how to maximize their impact within any team or organization.

•What do market researchers do? Fundamentally, market researchers are experts who study customers, voters and other decision makers to understand how they think, feel, and behave. People working in this large and growing field run focus groups, conduct customer and voter surveys, help design and test new products and services, evaluate market opportunities, analyze market and customer data to discover patterns, study and understand social networks, and help design and track advertising campaigns.

•What are the career opportunities? There is a large and rapidly growing demand for professionals trained in market research and consumer behavior. Professionals in this field pursue both analytical and creative career paths. They work in multinational organizations, advertising agencies, consulting firms, non-profits, political campaigns, think tanks, policy institutions, and government ministries. These professionals typically are found in job functions and departments such as marketing, market research, advertising, integrated communications, consumer insight, product design/development, survey research, business intelligence and data mining, and client/customer account management.

•Is the program right for you? If you have an undergraduate degree in the social sciences (psychology, economics, sociology, anthropology, public relations, media and communications, etc.) or applied sciences (computer science, engineering, statistics, etc.) then you already have a solid foundation in areas like critical thinking, problem solving, working with data, and designing and testing your ideas.* Our program is designed to enhance your knowledge and skills through practical, hands-on training in the methods of market research, the psychology of consumers, voters and decision makers, and the business of marketing and advertising. If you consider yourself a creative and/or analytical person, are interested in how people think and behave, and want to pursue this interest in a fun and lucrative career, then this program may be a good option for you.

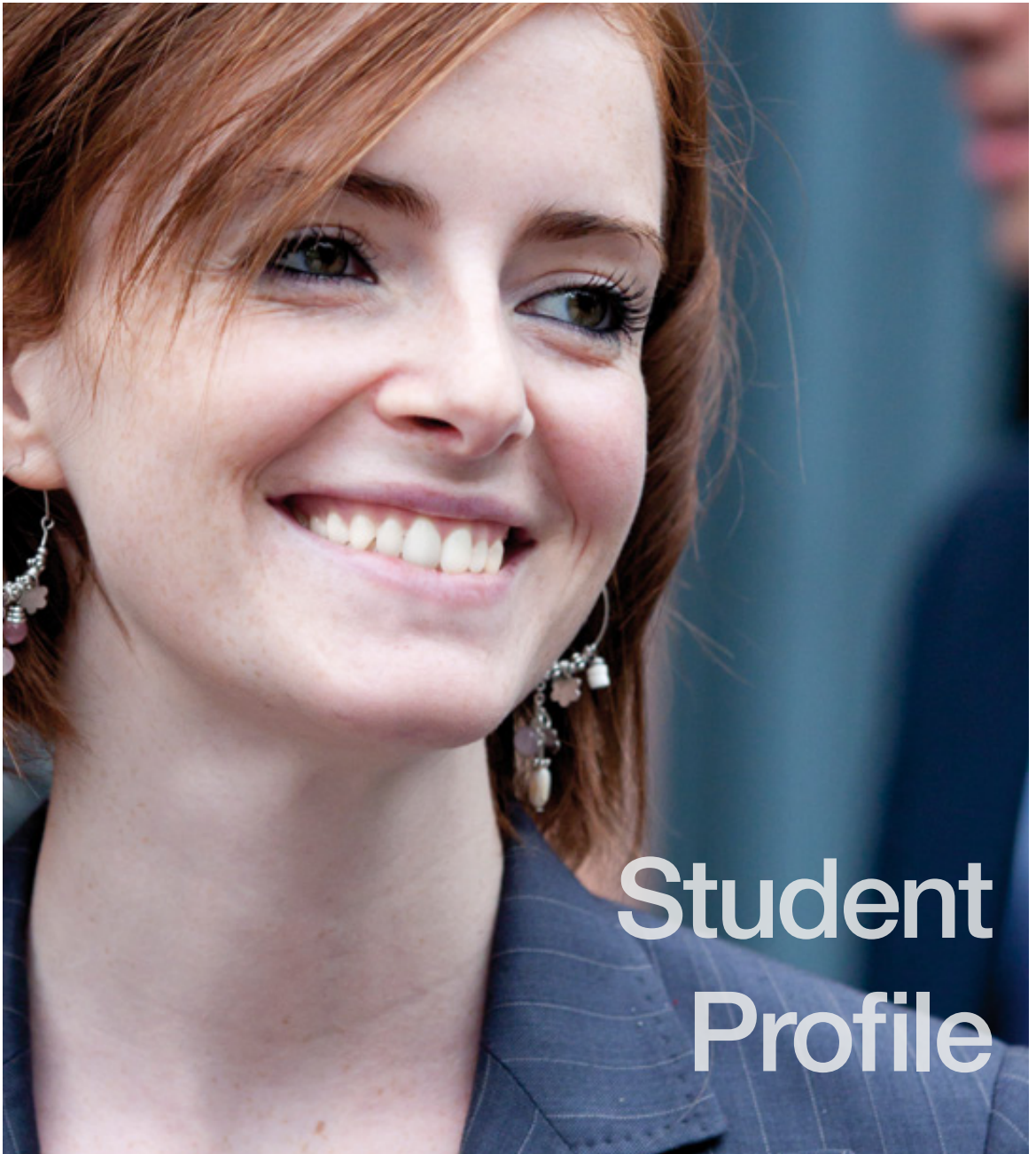
** Critical thinking, analytical skills, and a general interest/comfort working with charts, data and information are important aspects of market research. However, advanced quantitative skills are not required. This program is not designed to train advanced statisticians and programmers specialized in market research. Instead, the program trains world-class professionals who are able to:*

(i) Select the appropriate approach to solve real-world problems.

(ii) Conduct qualitative and basic quantitative market research.

(iii) Effectively commission advanced quantitative research from statistical specialists.

(iv) Successfully interpret, understand and communicate market and consumer research to help drive organizational decisions.



Student Profile

Age	Years	Academic Background
Age range	21-28*	<ul style="list-style-type: none"> • Social Sciences (Psychology, Economics, Sociology, Political Science, others) • Applied Sciences (Computer Science, Engineering, Statistics, others) • Business (Marketing, Advertising, Public Relations, others) • Humanities (Core analytical abilities required)
Work experience	Years	
Average professional experience	0-4*	
Nationalities		
International students	90%*	

**Expected*

The Master in Market Research and Consumer Behavior is appropriate for graduating students as well as young professionals who are looking for a way to pursue exciting and well-paying market research jobs in the private or public sector.

Graduates in social science and business: Applicants with an undergraduate degree in psychology, economics, sociology, anthropology, public relations/media/advertising, communications, or related fields already have highly relevant training in the study of human behavior, and in testing ideas through experiments and studies. This program will provide students with:

1. Additional, focused training in consumer behavior.
2. Training in the qualitative and quantitative methods of market research.
3. Training in business fundamentals related to markets and consumers.

Upon program completion, graduates with this profile tend to work in both creative and analytical roles in market research.

Graduates in applied science: Applicants with an undergraduate degree in computer science, engineering, or related fields already have highly relevant training in analyzing and interpreting data, and in designing and testing products, devices and ideas. This program will provide students with:

1. Focused training in the qualitative and quantitative methods of market research.
2. Comprehensive training in the decision making and behavior of consumers.
3. Training in business fundamentals related to markets and consumers. After graduation, students with this profile tend to work in analytical roles in market research and creative roles in product design and development.

Young professionals: If you have a few years of working experience in the fields of marketing, advertising, product development, media/public relations, political campaigning, survey research, or other related areas this program will provide you with the knowledge and skills you need to either accelerate your current career path, or embark on new path that requires specific expertise in market research and/or consumer behavior.



Program Structure

Course Structure

The Master in Market Research & Consumer Behavior is an intensive, one-year program divided into three periods that run from October to December, January to March and April to July. All class sessions are held at IE's campus in Madrid.

1. Marketing, Advertising & Communications Fundamentals
2. Consumer Behavior
3. Professional Research & Analytics
4. Leadership & Professional Skills

The program consists of three core modules, each addressing an area of knowledge and skills required for professional success in the field of market research and consumer behavior. The program also includes a fourth career preparation module that provides practical training in leadership and professional skills. In the final period, students conduct and present the results of a real-world consulting project.





Module I

Marketing, Advertising & Communications. Courses in this “big-picture”, business-focused module provide the foundation required for students to understand the core concepts of the marketing function as well as the core concepts of consumers and markets. This module also provides students with the critical knowledge and skills required to understand how market research and consumer psychology drive decisions about how products and services are designed, marketed and communicated in the marketplace.

Module II

Consumer Behavior. Courses in this behavior-focused module provide students with the knowledge and skills required to study, interpret and understand the behavior of consumers, voters and other decision makers. The module covers the psychology of consumer choice, the psychology of influence and persuasion, human behavior in social contexts, social networks and social media.

Module III

Professional Research & Analytics. The courses in this module provide practical training in both the qualitative and quantitative methods used to study and understand markets and consumers. The objective of this module is to develop professionals who are able to design and conduct research (interviews, observational studies, focus groups, surveys, experiments and tests); analyze and interpret research results, and successfully communicate their findings to drive business and/or policy decisions.





Module IV

Leadership & Professional Skills. The ability to communicate and work well with people strongly affects a person's career. This career-preparation module provides our students with training in the behavioral skills required to understand their professional strengths, successfully read and influence the behavior of other people, work in teams, and effectively communicate and sell their ideas.

@Work Integration Project

In the final stage of the program, students conduct a comprehensive consulting project in which they work on a real-world problem in the area of market research and/or consumer behavior. The @Work project provides hands-on training under the guidance of mentors, and gives students the opportunity to integrate and apply the knowledge and skills they have learned throughout the program.





Why the Master in Market Research & Consumer Behavior?



The Master in Market Research and Consumer Behavior is an innovative program that emphasizes the development of specific expertise and skills needed for career success:

- **Pioneering program** that combines market research, consumer behavior, and business fundamentals to give graduates a career advantage.
- **Employment-focused curriculum** designed in conjunction with industry professionals and based on the needs of employers.
- **Provides a gateway to jobs** in companies, market research and consulting firms, advertising agencies, social and policy think-tanks, and a wide range of other employers who need professionals trained in both market research and consumer behavior.
- **Interdisciplinary synergies** through its collaboration with IE Business School, including the entrepreneurial spirit and professional orientation of a top 10 global business school.
- **World-class, up-to-date faculty** that include full-time professors from IE Business School and IE Graduate Schools, as well as faculty- practitioners who are working in senior positions in market research and consumer behavior.
- **Practical approach** to learning that includes real-world projects enabling students to apply their knowledge and skills to enhance their value in the job market.
- **IE's innovative learning methodology** that focuses on active learning using case studies, multimedia simulators, team projects, and the most common market and consumer research tools used in the industry.
- **Speakers and events** spanning all of IE Graduate Schools which provide students with a rich source of new ideas and perspectives.
- **Madrid** is one of Europe's most beautiful capital cities where history and an impressive cultural heritage meet a modern and fast paced lifestyle. IE's urban campus is conveniently located in the heart of Madrid's financial district, a stimulating and modern area optimal for living and learning for 10 months.
- **Global professional network** comprising over 40,000 alumni in more than 100 countries.
- IE Business School **ranks among the Top 10 schools worldwide** for its entrepreneurial spirit and excellence in management education.

Career Opportunities



Companies, non-profits and governments are struggling to design their products, services and policies to better meet the needs of their customers and constituencies. As a result, there is a large and growing demand for professionals who can collect, analyze, and interpret information about how people think, feel and make choices.

The Master in Market Research and Consumer Behavior prepares students for successful careers that involve the following types of activities:

BUSINESS SECTOR

- Market research
- Consumer insight and needs analysis
- Product design, development and innovation
- Marketing consulting
- Promotions/advertising design and tracking
- Competitor research and analysis
- Business intelligence and data mining
- Sales tactics design
- Customer relations management
- Public relations and communications
- Media planning and analysis
- Client/customer satisfaction
- Strategic marketing

NON-PROFIT & PUBLIC SECTOR

- Survey and policy research
- Political campaign strategy
- Voting behavior research and analysis
- Policy design and development
- Policy effectiveness analysis
- Social and community research
- Employee satisfaction survey design and analysis
- Public services benchmarking analysis
- Media planning and analysis

The Master in Market Research and Consumer Behavior is an investment in your future. It will provide you with the knowledge and expertise you need now to launch, or accelerate, your career in market research.

As you graduate, you will be assisted by IE's Career Management Center, and as alumni of the program you will have access to these services throughout your career. The Career Management Center provides IE graduates with the skills and tools to successfully manage their careers in a globalized and increasingly competitive economy. The key career event is the Annual Careers Fair, which serves as an interface for students and recruiters to get to know one another.

www.careers.ie.edu

Why IE & Madrid?





If you decide to join us at IE, you will be part of more than a Masters program. Your learning will go beyond the academic courses, 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 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. You'll

also have the opportunity to learn/improve your Spanish – the native language to 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





The main 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 a candidate's application materials as well short interviews with our admissions and academic team to ensure a good fit between the program and the candidate's preparation and career interests. The process follows four steps:

- **Application:** Visit our website and download the application form and instructions (www.ie.edu/mrcb). You can submit your application online.
- **Initial Review:** Our admissions and academic team will review your submitted application form and all accompanying documents.

Admission Requirements

The application form provides the Admissions Committee with important information for evaluating candidates for this program. 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).
- One-page CV.
- 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.
- Photocopy of current passport.
- One passport-sized photo.
- Duly completed application form, including all supporting documents.
- Two letters of recommendation.
- Application fee €120 (non-refundable and payable by credit card or cash).

- **Interview:** Candidates who pass the initial review will be invited to interview with our admissions and academic staff (in-person, or on-line).
- **Decision:** IE Admissions makes a final decision. The admissions process is a rolling process and as such there is no deadline for application for a particular intake. Admission is valid for two years.

If you have any questions, please do not hesitate to contact the Admissions Department at (+34) 915.689.610 or admissions.socialsciences@ie.edu

Financial Aid & Scholarships

IE's Financial Aid Department currently offers a range of loan agreements, scholarships and other financial aid options to help you fund your studies for this program. If you feel your profile is of particularly high merit, we encourage you to apply for the Scholarship for Promising Market Researchers that covers up to 50% of your tuition fee. We recommend that you apply for all financing options as early as possible, as financial resources are limited and competition is high. Further information is available on www.ie.edu/financialaid

Virtual Insight Sessions

We encourage you to join one of our Virtual Insight Sessions to find out more about the program. These on-line sessions are scheduled on a regular basis and provide you with the opportunity to "meet" with faculty and staff from the program to ask questions and better understand how the program might fit with your needs, interests and career plans. For details of the next session, please e-mail: admissions.socialsciences@ie.edu, or visit www.ie.edu/mrcb



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