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

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

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 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
TOP 10 REASONS
TO JOIN THE MASTER IN MARKET RESEARCH & CONSUMER BEHAVIOR

1. Market research: one of the fastest growing job categories


3. Madrid: ¡Olé!

4. International experience: spend a year with people from all over the world

5. Hands-on practical job focused program

6. Industry experienced faculty

7. Go beyond General Marketing: Be the consumer expert

8. IE is recognized worldwide as an innovative top school

9. 50,000-strong Alumni Network

10. Learn to lead: develop the soft skills needed for your success
# PROJECTS

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

## IN COLLABORATION WITH:

- Millward Brown
- Nielsen
- Telefonica
- Google
- HabberTec

...and others.

Visit our website: www.mrcb.ie.edu

Want to learn more? Email us: learnmore.mrcb@ie.edu
<table>
<thead>
<tr>
<th>CAMPUS</th>
<th>DURATION</th>
<th>RANGE OF WORK EXP.</th>
<th>LANGUAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CENTRAL MADRID</td>
<td>10 MONTHS</td>
<td>0-10 YEARS</td>
<td>ENGLISH</td>
</tr>
</tbody>
</table>

### 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
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 and from your relationships with faculty.

**Take part in an unforgettable period of your life in Madrid.** The program is taught entirely in English, and you’ll also also have the opportunity to learn/improve your Spanish - the native language of **500 million people** worldwide and the world’s second business language.

The campus for postgraduate masters programs of IE is around 20,000m² in size, spread across 17 buildings strategically situated in the Barrio de Salamanca district of Madrid, a very well connected area in the heart of the financial district of the city.
THE BEST PLACE TO STUDY AND LIVE IN...

GO
on a trip to the beach: Madrid is 300km from the sea (1.5 hours by train, 3 hours by car). Try Valencia, Balearic Islands, or Málaga!

EXPLORE
museums and culture: Madrid has three of the most important art museums in the world: The Prado, with four thousand works of art including work by Botticelli, El Bosco, Velázquez and Goya; the Thyssen-Bornemisza, with works by Renoir and Van Eyck; and the Reina Sofía, with over 20,000 works from the 20th century, including the famous Guernica painting by Picasso.

ENJOY
Madrid’s social life: Madrid is internationally renowned for its nightlife, old cafés, fun bars and restaurants. It has one social venue per 132 people, so many places to go and have fun!

TASTE
traditional tapas: Madrid’s famous eating style is tapas! Small portions of different Spanish dishes, something you should try as soon as you arrive to Madrid.

WATCH & PRACTICE
sports: Attend as a fan to a Real Madrid game or practice any sport from hiking, to skiing, to sailing, Madrid is located in the center of Spain, do it all!

FEEL
the sun: Madrid is the European capital with the most sunny days, here comes the sun!

EXPERIENCE
flamenco: Spain is where the famous music and dance style flamenco was born, take a trip to Sevilla in the high-speed train and watch live an authentic flamenco show.

TRAVEL
around Europe: Madrid is located in a very strategic and central location within Europe, hop on a flight and reach any destination in Europe in just 2-3 hours.
BECOME THE CONSUMER EXPERT

ANALYZE AND UNDERSTAND CONSUMERS TO DRIVE BUSINESS

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 and strategy decisions.

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.
Market research is one of the fastest growing job categories. Consumer experts can be found across sectors (For-Profit, Non-Profit, Governmental, Military), industries (consumer goods, high-tech, health, manufacturing, etc.), and types of organizations (startups, small and medium-sized companies, and large corporations). They are also found working in a diverse range of exciting and high-impact roles:
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...

<table>
<thead>
<tr>
<th>Opening Ceremony</th>
<th>Term 1</th>
<th>Break</th>
</tr>
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<tr>
<td>OCT</td>
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<td>DEC</td>
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- Positive Leadership & Behavioral Fitness II
  - Team Building I
  - Team Building II
  - Presentation Skills
- Communication Effectiveness
  - Careers Workshops
...a program built around the needs of industry recruiters and continually updated based on their feedback.

CONSUMER INSIGHTS & ANALYTICS

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- Behavioral Economics & Well-being
- The Psychology of Influence & Persuasion
HANDS-ON CONSULTING PROJECTS
REAL PROBLEMS

During the 10 months, you will work on three consulting projects that will give you hands-on training working in teams along with industry experts.

1. BRIEF
You are given a real business problem by client mentors.

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

3. DELIVER
Your team presents its results to the client, receives feedback, and a winning team is chosen.
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<td>6 WEEKS</td>
<td>Nielsen Executives, Client Executives, and Professors.</td>
</tr>
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<td>CONSULTING PROJECT</td>
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<td></td>
<td></td>
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<td>8 WEEKS</td>
<td>Executives from the client and Professors.</td>
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<td>CONSULTING PROJECT</td>
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</table>

**EXPOSURE WORKSHOPS**

In addition to Courses and Hands-on Consulting Projects, 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 EXPERIENCE

BECOME PART OF A VIBRANT INTERNATIONAL CLASS.

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

**ISABELLA**
A Marketing young professional with a degree in Communications from Brazil

**DANA**
A PR & Marketing professional with a Hospitality Management academic background from Kazakhstan

**DIEGO**
Professional with experience in Business Development & Analysis with an academic background in Finance from Mexico

**VANESSA**
A Market Research professional with academic background in Advertising & Public Relations from Sweden/Spain

“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”
YOUR CAREER

The placement possibilities of graduates spreads among several sectors and job functions. Do not miss the chance to see where the Master in Market Research & Consumer Behavior can take you!

CAREER STATISTICS OF GRADUATES.

90% of students working 3 months after graduation

<table>
<thead>
<tr>
<th>TOP 3 PLACEMENT BY INDUSTRY</th>
<th>PLACEMENT BY FUNCTION:</th>
</tr>
</thead>
<tbody>
<tr>
<td>32% Marketing Consulting</td>
<td>32% Consumer Research</td>
</tr>
<tr>
<td>29% Consumer Goods</td>
<td>18% General Marketing</td>
</tr>
<tr>
<td>15% Media/Entertainment</td>
<td>12% Brand Management</td>
</tr>
</tbody>
</table>

These are just some of the exciting career tracks of our Alumni:

ALISON
Now:
Director of Client Insights at comScore

Academic Background:
Bachelor of Arts in Management and Spanish

Nationality:
United States

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

SASWATI
Now:
User Experience Research Manager at Uber

Academic Background:
Bachelor of Arts with a Major in English

Nationality:
India

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

FERNANDO
Now:
Works in Sherwin-Williams Co. as Market Research Manager

Academic Background:
Bachelor in Corporate Communications and Business

Nationality:
El Salvador/United States

I returned 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.
CLASS PROFILE

STUDENTS
- 59

NATIONALITIES
- 31

WORK EXPERIENCE
- 0-9 years of full-time experience

GENDER
- 57% Female
- 43% Male

BACKGROUND
- 43% Business
- 22% Social Sciences
- 22% Marketing, Comm, PR
- 13% Other*

* other: Law, Design & Product Development, Fashion

PROFILE

- 8% Executive
- 35% Professional
- 57% Young Professional
PROFESSIONAL BACKGROUNDS

RECENT GRADUATES  CONSUMER GOODS AND DISTRIBUTION
ENTERTAINMENT AND MEDIA  TELECOMMUNICATIONS, TECHNOLOGY AND E-COMMERCE
CONSULTING  PHARMACEUTICAL, BIOTECHNOLOGY AND HEALTHCARE  FINANCE AND BANKING

REGIONS

10% N. America  28% Europe
18% Spain  5% Asia
27% Latam  12% MEA
REAL-WORLD FACULTY

AVERAGE YEARS OF EXPERIENCE

ENTREPRENEURS

CEOs AND PRESIDENTS

25

46%

36%
Anna from Argentina
Professor Anna has a wide and varied experience in marketing, having worked in both national and multinational companies such as Gillette, Kraft, and Marca magazine. She introduced Kraft’s Philadelphia cream cheese to the Spanish market and constantly shares these cases with her class. She has won the Favorite Professor Award several times.

Michel from France/Lebanon
Professor Michel has 23 years of experience mainly in consulting in the areas of marketing and communication for Fortune 500 companies. He is also the founder of ROI/Marketing, a consulting company offering end-to-end experience in marketing effectiveness. He holds an MBA from MIT and Bachelor in Economics from the University of Paris.

Juan from Spain
Professor Juan has previously led the Global Top Accounts in Google, responsible for servicing and generating revenues from Google’s largest advertisers around the world. He has spent most of his professional career working in Leadership positions in Marketing and Sales Areas. He is also an entrepreneur and enjoys riding mountain bikes and motorcycles.

C. Todd from the United States
Professor Lombardo is an expert generalist. Being an innovator and designer of experiences means taking the context into account. With years in marketing and product development experience, he understands what it takes to bring an idea to a launched product or service offering within an organization. He is a design thinker and part of the global NextSensor team and frequently speaks at conferences. He has worked as a consultant for many companies large and small such as: Harley-Davidson, Lowe’s, Volkswagen, RedBox, Workbar, and Constant Contact.

Daniel from United Kingdom
Professor Wain has twenty-five years’ experience within the market research profession, as a researcher, business developer and, latterly, learning & development (L&D) director and consultant. Since founding Daniel Wain Consulting Limited seven years ago, his clients have included many leading marketing, market research and brand consultancies, as well as client-side insight teams at Audi, Avon, BBC, BT, Capita, Hewlett Packard, PwC, Telia Sonera, Tesco, among many others. He is a published playwright, five-star-winning theatrical producer, and multi-award-winning actor! Professor Wain is currently working on his first non-fiction book.

Ellen from the United States
Professor Hamilton is an associate professor at IE University where she teaches psychology courses on the topics of cognition, emotion, social cognition, human development, and research methods. Dr. Hamilton has conducted experimental research in the United States and China, and has worked in several leading not-for-profit organizations focused on improving education for students growing up in low-income and high-risk environments. Outside of her teaching and research, Dr. Hamilton enjoys running, hiking, playing Ultimate Frisbee and reading mystery novels.
YOUR TYPICAL DAY AT IE

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:

...and others.
CAMPUS LIFE

The IE experience is much more than just an academic experience. We want you to enjoy your time and take advantage of all the opportunities which may arise around you. Our students have a wide range of cultural, social and sport activities, arranged by the students themselves with the support of the Office of Campus Life. Our current and former students at IE, proactive by nature, have started over 200 clubs in both Madrid and abroad and they organize countless regional and cross-sectorial events.

Some examples of the clubs we have are:

**PROFESSIONAL CLUBS**
IE Net Impact Club, IE Marketing Club, IE Consulting Club, IE Entrepreneurship Club, etc

**SOCIAL CLUBS**
IE Music Club, IE Drama Club, IE Photography Club, etc

**GEOGRAPHIC CLUBS**
IE Africa Club Madrid Chapter, IE Venezuela Club Madrid Chapter, etc

**SPORTS CLUBS**
IE Football Club, IE Basketball Club, IE Running Club, etc

RECOGNITION
IE is top-ranked schools according to international media:

<table>
<thead>
<tr>
<th>5th European Business School</th>
<th>#1 Worldwide Online MBA Programs</th>
<th>IE University is Ranked No.1 in Spain</th>
</tr>
</thead>
<tbody>
<tr>
<td>by Financial Times, 2015</td>
<td>by Financial Times, 2015</td>
<td>No. 4 in Europe and 14 worldwide by global university rankings by youth incorporated</td>
</tr>
</tbody>
</table>

Campus Life website: www.campuslife.ie.edu
THE PROCESS FOLLOWS 4 STEPS:

1 APPLY: Start your application process right away through our online application system. Simply go to www.ie.edu/app and choose the Master in Market Research & Consumer Behavior.

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.

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.

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 Advanced or Proficiency, TOEFL, IELTS, or Pearson Academic). 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).

FINANCIAL AID
The IE Financial Aid Department currently offers a range of student loans and scholarship 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

APPLY NOW
www.ie.edu/app

CONTACT YOUR ADVISOR:
learnmore.mrcb@ie.edu

FIND OUR NEXT EVENT:
www.ie.edu/events
www.mrcb.ie.edu
Please do not hesitate to contact the office nearest to you should you need any additional information. You can also contact us via iecontact@ie.edu

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ADMISSIONS DEPARTMENT
admissions.socialsciences@ie.edu

María de Molina 11
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F: + 34 915 689 710

Please Note: The information contained in this brochure is subject to change. IE reserves the right to modify program content, regulations and policies when deemed appropriate and in the best interest of the IE community. Please contact the program management team should you have any queries.
MASTER IN
MARKET RESEARCH &
CONSUMER BEHAVIOR

You drive insights

MRCB.IE.EDU