Market research and consumer insights concentration.

Well, demand for market research and analytic skills is high in most industries today.

You will develop knowledge and skills to design and implement qualitative and/or quantitative research studies.

Analyze data and extract insights from high quality strategic marketing decision-making.

Students will learn to use data and models to evaluate the effects of marketing programs in your future job and to executive program itself.

The research courses include topics such as qualitative research methods, Advanced Marketing Analytics, predictive modeling, Capstone course.

Which works with a live client on a market research project.

The qualitative courses focus on understanding consumers' lives through topics such as cultural analysis, social media, digital experiences, and media insights.

The quantitative courses focus on advanced statistics such as machine learning, marketing mix analytics, digital marketing analytics.

Modeling with programs like R, Python, Tableau, and SAS.

With the market research and consumer insights concentration, focuses on honing your qualitative and quantitative skills to understand customers and analyze complex big data sets of consumer behaviors.

It combine your skills that you gain from qualitative and quantitative research courses into live client projects.

We worked with I robot on a market expansion, smart home project.

We worked on a humanitarian agency on COVID-19 pandemic with care.org was another project.

We worked with Pandora, Serious Sam, and Grub Hub on other consumer related insights projects.

The positions you can perceive with this concentration includes data analysts, manager of consumer insight, digital analytics.

analysts of advertiser solutions,
02:03 and various consultancy roles.