

00:00 (upbeat music)  
00:01 - [Pelin] Market research  
00:02 and consumer insights concentration.  
00:05 Well, demand for market research  
00:07 and analytic skills in,  
00:09 is high in most industries today.  
00:11 You will develop knowledge  
00:12 and skills to design and implement qualitative  
00:15 and/or quantitative research studies.  
00:18 Analyze data and extract insights  
00:20 from high quality strategic  
00:23 marketing decision-making.  
00:24 Students will learn to use data  
00:26 and models to evaluate the effects  
00:28 of marketing programs in your future job  
00:30 and to executive program itself.  
00:33 The research courses include topics  
00:35 such as qualitative research methods,  
00:37 Advanced Marketing Analytics,  
00:39 predictive modeling, Capstone course.  
00:41 Which works with a live client on a market research project.  
00:45 The qualitative courses focus  
00:47 on understanding consumers lives  
00:49 through topics such as cultural analysis  
00:52 social media,  
00:54 digital experiences,  
00:55 and media insights.  
00:57 The quantitative courses focus on advanced statistics  
01:01 such as machine learning,  
01:02 marketing mix analytics,  
01:04 digital marketing analytics.  
01:06 Modeling with programs like R, Python, Tableau, and SAS.  
01:10 (upbeat music)  
01:13 (upbeat music)  
01:14 - [Pelin] With the market research  
01:15 and consumer insights concentration,  
01:18 focuses on honing your qualitative  
01:20 and quantitative skills to understand customers  
01:23 and analyze complex big data sets of consumer behaviors.  
01:28 It combine your skills that you gain from qualitative  
01:30 and quantitative research courses into live client projects.  
01:34 We worked with I robot  
01:36 on a market expansion, smart home project.  
01:39 Working on a humanitarian agency on COVID-19 pandemic  
01:43 with care.org was another project.  
01:45 We worked with Pandora, Serious Sam,  
01:48 and Grub Hub on other consumer related insights projects.  
01:52 The positions you can perceive  
01:54 with this concentration includes data analysts,  
01:57 manager of consumer insight,  
01:59 digital analytics,  
02:01 analysts of advertiser solutions,

02:03 and various consultancy roles.