

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.