

# TRENDS RESEARCH

15th EDITION

Intensive Postgraduate  
Study Plan



# TECHNICAL FILE

<b>Timetable</b>	<b>Credits</b>	<b>Idioma</b>	<b>Duration</b>
MONDAY TO FRIDAY	30	ENGLISH	FROM JANUARY 25TH TO APRIL 26TH 2018

Monday to Thursday from 6.30pm to 10.40pm and Friday from 4.40pm to 10.40pm.

Please bear in mind that:

Some sessions may take place outside these hours in the case of making up for missed classes or extra activities.

The educational planning of all IED Master courses is based on the criteria set by the European Higher Education Area (EHEA). IED Master employs a system of credits that follows the structure of the European Credit Transfer and Accumulation System (ECTS).

IED issues its own exclusively private Master's degrees.

Courses in English require an intermediate level, corresponding to TOEFL or IELTS 6.5.

# INTRODUCTION

**The Intensive Postgraduate in Trends Research immerses students in the world of consumer trends, from understanding how and why they emerge, how to identify them, how to understand them to how to apply them successfully.**

Today's advertising, marketing and product development models are often not in synch with the advances made by society and the way in which we experience everyday life. This is why it is now so important for professionals from any field to keep in contact with the culture, expectations and experience of consumers.

The Intensive Postgraduate in Trends Research immerses students in the world of consumer trends, from understanding how and why they emerge, how to identify them, how to understand them to how to apply them successfully.



# GENERAL COURSE OBJECTIVES

**The aim of the Postgraduate is to help students to construct the critical vision required to identify why things happen, which forces are driving change and how these changes represent new opportunities for businesses.**

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**IDENTIFY MAJOR CONSUMER TRENDS BASED ON A VARIETY OF ONLINE AND OFFLINE SOURCES.**

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**ANALYSE CONSUMER TRENDS BY LEARNING TO IDENTIFY HOW AND WHY THEY COME ABOUT.**

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**UNDERSTAND THE IMPACT THEY HAVE OR WILL HAVE ON DIFFERENT SECTORS OF THE ECONOMY.**

# IED Master Barcelona GENERAL SKILLS

**These are the theoretical and practical skills acquired throughout the course, including the knowledge, skills and attitude required to perform a specific career activity.**

## **IED Master Barcelona General Skills**

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- Research skills
- Teamwork skills
- Creative entrepreneurial and leadership skills
- Management skills
- Communication skills
- Ethical, social and sustainable commitment skills

# IED MASTER BARCELONA METHODOLOGY

**The IED Master philosophy is built upon design culture, using a methodology based on learning by doing and applying various creative and innovation process methods through project-based learning.**

**The IED Master training programme is set within a multicultural context and combines theoretical- technical specialisation alongside practical workshops and visits to companies.**

**In other words, theoretical content is combined with practice during the completion of real projects in collaboration with various sector companies.**

# SPECIFIC COURSE METHODOLOGY

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**The Postgraduate is divided into complementary modules that follow the development stages of research projects: History and Theories of Consumption, Consumer Behaviour, Industry Structure and Applying Consumer Trends Research to Decision-making.**

The first module examines the consumption system and the different theories that analyse the existence and propagation of trends.

The second module focuses on understanding consumers, how they think, feel and behave.

The third module takes an in-depth look at the dynamics and rules underlying the functioning of industry today.

The fourth module is on understanding how consumers respond and what forces are driving companies. It takes an in-depth look at how business decisions are made by using studies of consumer trends and behaviour.

Class time is divided into theoretical classes taught by renowned practitioners, workshops, excursions around the city to explore innovative businesses in situ and discussions with professionals to learn from their opinions and knowledge.

The entire process ends with an individual practical project that is continuously developed over the duration of the course. The project gives students an opportunity to put into practice what they have learned during the programme and to check the feasibility of their proposals based on the support of a sponsor company.

# TARGET AUDIENCE

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The course is aimed at graduates and professionals who, in addition to expressing curiosity, an indispensable requirement today, would like to gain the knowledge required to play a leading role in designing concepts, services or products that will satisfy new consumers.

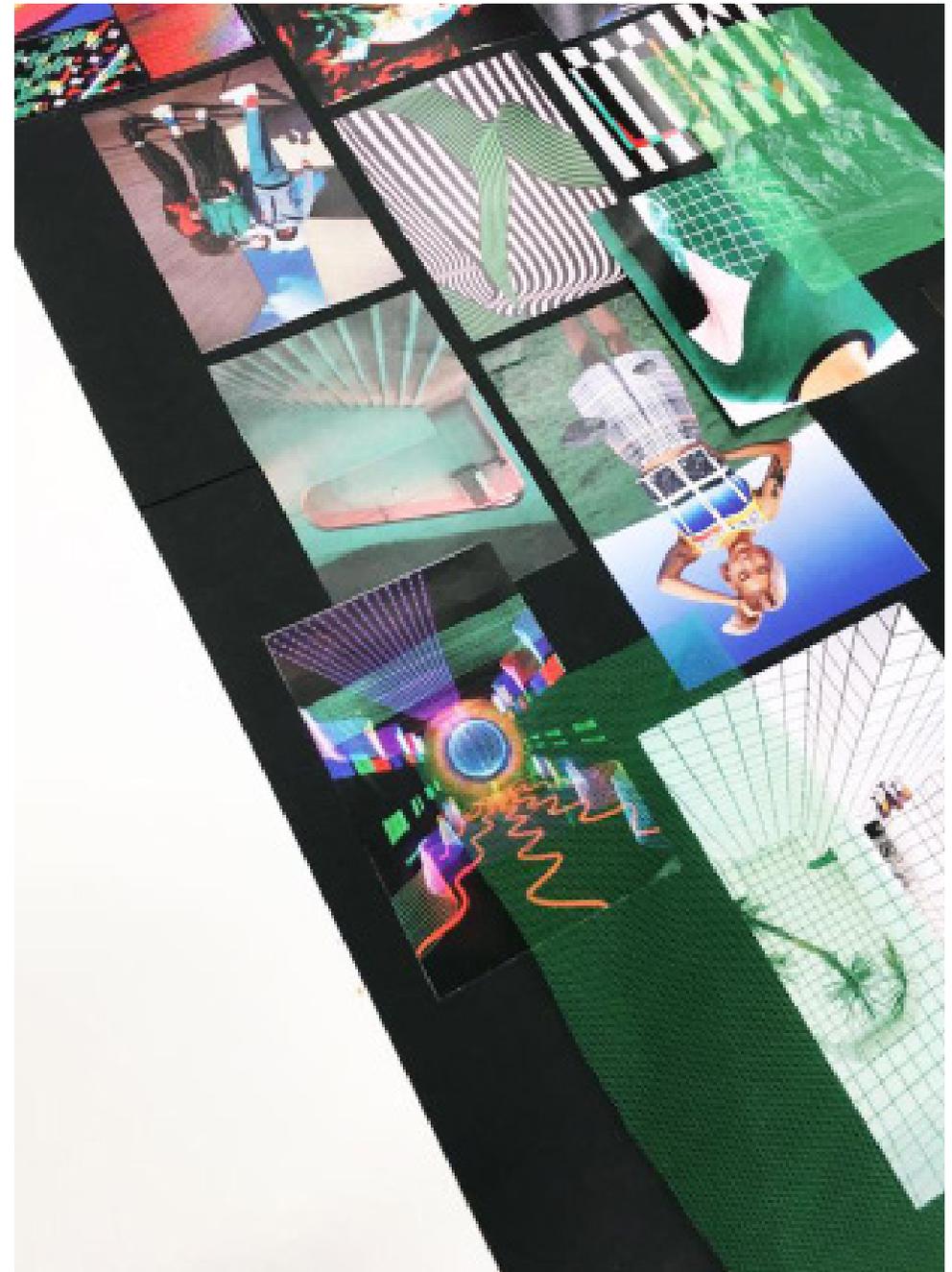
It is of particular interest to professionals who wish to specialise in trends research or those who work in marketing, advertising or design and would like to learn how to make the most of trends in their everyday work.

Students with a university degree can be admitted into the programmes, while those without may be admitted into specific programmes on the basis of their professional merits. In the latter case, it will be at the discretion of IED Barcelona to determine what type of certification will be obtained.

# CAREER OUTLOOK

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Depending on each student's profile and prior experience, possible career positions on graduation include forecasting, branding, trends research, data mining, social media monitoring, product development, advertising, innovation consultant or a career in for-profit and non-profit public sector research, among others.





# TEACHING PROGRAMME

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**History and theory of consumer trends**

**Consumer behaviour and new research methodologies**

**Structure of trends research industry**

**Applying consumer trends research to decision-making**

**Final Project**

## History and theory of consumer trends

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### THE CONSUMER SOCIETY

The origin of the consumer society, its history and main features.

### HISTORY OF CULTURAL MOVEMENTS

An analysis of movements in art, design, music and popular culture from the past century to the present day.

### SOCIOLOGICAL ANALYSIS OF CONSUMPTION

The major theories and their development throughout history.

### MAJOR THEORIES OF TREND PROPAGATION MECHANISMS

The major theoretical approaches examining why trends spread.

### CONSUMER TRENDS TODAY

Definition and classification of trends (weak signals, micro/macro/mega trends)

### PRACTICAL WORKSHOP

Micro/Macro Trends  
Consumer behaviour and new research methodologies

### INTRODUCTION

An introduction to the module that presents the psychological basis of human consumer behaviour.

### FIELDWORK

Quantitative and qualitative analysis and methods.

### IDENTITY AND PERSONALITY OF CONSUMERS

A study of the traits and characteristics of consumers that directly influence their behaviour as consumers.

### PURCHASE DECISION-MAKING

The process that drives the purchasing decision-making process in consumers today.

### CULTURAL ETHNOGRAPHY, ANTHROPOLOGY AND MARKETING

The importance of ethnography and anthropology in marketing research and marketing in the cultural sector.

### NEUROMARKETING

Neuromarketing, its foundations and the neuronal bases applied to consumer behaviour and purchase decision-making.

### NEW BEHAVIOURAL MODELS

Smart consumers and consumers in the digital age

### PRACTICAL WORKSHOP

Introduction to Behavioural Design Future Scenarios  
Guerrilla Marketing Workshop

## Structure of trends research industry

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### THE INDUSTRY TODAY

Introduction to how the consumer trends sector operates today.

### MAJOR INDUSTRY PLAYERS

- Trends research agencies: current business model and challenges faced.
- Forecast agencies: current business model and challenges faced.
- Coolhunting: current business model and challenges faced.
- Media: current business model and challenges faced.
- Advertising: current business model and challenges faced.
- Social media management: current business model and challenges faced.

### PRACTICAL WORKSHOP

Trendwatching  
Architect Tour  
Applying consumer trends research to decision-making  
How to integrate consumer trends and behaviour into decision-making. New sector drivers, the impact they have on communication agencies and how they reflect on business.

### INDUSTRY ANALYSIS & STRATEGY

Trend analysis is an essential element in studying the

strategic position of the company and its surrounding environment.

### BRANDING & ADVERTISING

How trends affect the positioning of brands in the famously "engaging" with today's consumers.

### MARKET RESEARCH DRIVEN BUSINESS

Company strategy is increasingly affected by the impact of the digital age and the trends that affect future competitiveness.

### PRACTICAL WORKSHOP

Retail Safari  
Coaching Session: tips for a good presentation

## Final Project

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Students undertake a practical coolhunting project during the course under the supervision of the teaching staff. The project involves working with real items so that they can display how they use their skills and abilities.

# COORDINATORS

**An area specialist coordinator is available for advice in each course and is actively engaged in designing its curriculum and content in collaboration with IED Barcelona's teaching department.**

**The coordinator also helps to incorporate sector-specific teachers and is responsible for maintaining relationships with companies and institutions within the knowledge field of the course.**

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## NOUVEL

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Barcelona-based consumer trends and innovation consultancy. It offers brands practical tools for developing new products, services and business models. Its clients include Danone, Nestlé, Carlsberg, Victoria's Secret, and L'Oreal. Noelia gives talks and lectures and cooperates with IESE, UAB and international business schools.  
www.nouvel.es

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## NOELIA MORALES

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Trained as a lawyer, Noelia has wide-ranging experience of marketing and product development with top consumer companies (including Chupa Chups, where she developed flavours for the Japanese market). Her interest in consumer trends led her to found Nouvel in 2004 with the aim of helping companies to face the challenges of innovation.

# TEACHING STAFF

**The teaching staff comprises sector professionals from various leading fields.**

## MARTA BELMONTE

Director of the Entropía trend and innovation agency, she has had a long career in researching and applying trends in companies in every type of industry. She specialises in target immersion techniques and has broad experience of developing new methodologies and creating new applications for the trends area of the world of marketing. She has created a specific coolhunting methodology that brings certainty to the identification of trends.

## CHRISTINA BIFANO

Trends and Design Researcher and Educator  
Experience in textile/surface design and a degree from Fashion Institute of Technology in New York.  
<https://es.linkedin.com/in/cgbifano>

## GARY VAN BROEKHOVEN

Innovation specialist, Trainer, Advisor (mHealth& Wellness), CEO & Founder at Health Mavericks Accelerator. As an entrepreneur, he started his first Startup when I was 14 and experienced first hand how a small group of people can make a big difference. (I've never looked back since).

He has dedicated the last 16 years to building teams, startups and consulting for global brands. His work has won several awards and international press and the type of work has varied from luxury furniture to toy design, tele-medicine (connected health) to online employment. He frequently gives lectures and workshops in experience design, innovation strategy and change management.

## ANDRÉS COLMENARES

A strategist specialising in researching futures. Co-founder of wabi-sabi lab, the company devoted to strategic prospecting, and IAM, Internet Age Media Weekend, an event about the future of the media and the evolution of the Internet culture in Barcelona. Since 2008 he has worked and cooperated with global brands (Absolut, Red Bull, Ableton), institutions (Ministry of education, Colombia), start-ups (AirBnB, Bliip) and schools (Kaospilots, LCI, IED) in Latin America and Europe. He has also presented papers at a variety of international events, such as Lift Conference (Geneva), Calvert Forum (Kazan), MAPIC Future of Retail (Cannes), Youth Marketing Day (Helsinki) and was invited to take part in workshops to create the future of television, communications media and news in Berlin Berlín (DIGITA

– Google News Lab) and Doha (Al- Jazeera).  
<https://www.linkedin.com/in/andrescolmenares>  
[www.wabisabilab.com](http://www.wabisabilab.com)  
[www.internetagemedia.com](http://www.internetagemedia.com)

## GERARDO FUKSMAN

A sociology graduate of the University of Buenos Aires, Argentina, with studies in Business Administration and Economic Sciences. He worked as Latin American project director for Focos Latin, an agency specialising in consumer culture and the semiological analysis of communication. In 1999 he joined Ipsos Novaction Argentina as director of studies. In 2001 he joined Synovate (Inner) as research director for the innovation and creativity unit in Madrid. In 2002 he moved to Barcelona where he was responsible for Synovate's business development. In 2006 he started managing España Synovate Censydiam, a strategic and motivational segmentation unit. In 2008 he was made responsible for Synovate's Spanish customer service and business development department. In 2010 and 2011 he directed the Synovate worldwide trends programme. In September 2011 he joined TNS to head the brands and communications department, one of TNS's key worldwide business areas. In 2015 he joined Morillas as

the Brand Innovation Director.  
<https://es.linkedin.com/in/gerardofuksman>

## LORENZO KÁRÁSZ

Born in Vienna, he studied architecture at TU Wien and ETSAB Barcelona. After collaborating with several architecture offices in Spain and Austria, he has been practicing as a freelance architect and architecture photographer in Barcelona since 2008. Member of briq arquitectos, he is collaborating with the several architectural offices, such as Lieberman Villavecchia, Auböck + Kárász, Josep Ferrando and Jorge Perea Architects. Since 2013 he is Partner and director of the company GA Barcelona - Guiding Architects Barcelona. [www.guiding-architects.net](http://www.guiding-architects.net)

## MAYA MCCARTHY

Designer of a womenswear collection and woven textiles rethink for Bershka-Inditex. Designer of a woven and knitted womenswear collection for Mioko, Chitton, Green Coast, etc. and the Martyr of Beauty menswear collection. Collaboration with Lisa Lovatt-Smith on the El Pais extra on decoration. Creation of the MAEVA open-space stand for

the Madrid book fair. Fashion show in Caltagirone, Sicily, for a young designers event and a subsequent exhibition at Oxo Tower Bridge in London.

## IVAN MERINO

Industrial Design, actually has his own studio of Food-design Biscuits Bcn founded in 2007 and combines working as a teacher in several national and international schools and universities managing workshops and different subjects. Specialized in Food Design, FootWear Design and Lighting. Involved in eco-design and environment sustainability. Projects: Wabi (Camper), Agbar (EasyLed), Mini Bags. [www.linkedin.com/in/ivan-merino-1183798b](http://www.linkedin.com/in/ivan-merino-1183798b)

## ISABEL MESA

With a degree in Law from the Universidad Complutense and the Faculte des Affaires Internationales de Le Havre, she leads WGSN's team in Spain and Portugal since 2006 and has been responsible for the local expansion of the company's structure, taking it to exponential growth on client base and introducing new products and services. Prior to joining WGSN she developed an international career on production and

selling of branded content for the written press as special supplements for Le Monde, Sunday Telegraph, The Times, US News & World Report, The New York Times and Time Magazine. She worked abroad full time conducting high profile interviews and commercial negotiations in countries such as Mexico, Brasil, Jordan, Uzbekistan, Russia, Israel, Kenya, Philippines, Greece, Portugal and Malaysia acquiring a unique experience which also fueled her passion for travelling!

### **SANTY MONTEYS**

Brand consultant. With a degree in business sciences and an MBA from ESADE in Barcelona, Santi is a partner-founder and strategic director of The Mood Product brand agency. In his everyday work he works hands on with creating and activating brands in a work process that goes from the concept to the action. Among his clients are Vodafone, Lékué, Vileda and Mondelèz, as well as SMEs and start-ups. During his professional career he has worked as an analyst and consultant in the areas of business and marketing, which has led him to understand the importance that branding has on generating interest, trust and results. Co-author of a variety of publications

on brand management and activation: "That's trust! A question of being and not seeming", "Dressed to seduce. The fashion shop of today" and "Pop-up stores. The gift of opportunity". Enthusiastic, impassioned and a born innovator, he always invites people to reflect and discover new perspectives.

### **GREG RADZK**

He has worked in corporate communication providing business communication services in such countries as England, Poland, Colombia, Spain.

Greg is actively involved in working for his NGO 'YumaKids' as Communication Adviser dealing with projects in Colombia.

Greg's bio-cultural background and focus on importance of communication has led him to carry out number of business projects.

### **BEATRIZ REPOLLET**

Degree in psychology from UB. A qualitative analyst specialising in motivational research and projective and co-creative techniques. She is currently collaborating as a coolhunter at the Entropia trends laboratory researching social trends and as a consul-

tant for the marketing department of a fashion school.

### **ORIOI RODRIGUEZ**

Brand development director at Added Value, a consumer and marketing insights consultancy from the WPP group. Before that, spent 9 years in Morillas (Spain's leading branding agency) as a planner. Started off his career in the marketing and commercial departments of different FMCG companies: United Biscuits, Henkel Iberica and Lindt & Sprüngli.

### **MATTHIAS SCHNEIDER**

An ex-student of the London Business School, he has experience in the communications media and technology. Brought up in pre-war Beirut, he has since lived in more than a dozen countries in Europe, Latin America and Asia, working as a journalist and digital media executive (including Eurosport, TF1 and Bloomberg LP – as digital lead for Europe). He is also a keen observer of consumer trends and was behind the international expansion of Nouvel, of which he is a co-founder with Noelia Morales..

### **JOHN WILSHIRE**

Founder of Smithery, an innovation studio in London who help companies make things people want rather than making people want things. Working to an antidisiplinary methodology, they work broadly across strategy, design, culture and prototyping. Their clients are accordingly drawn from a very wide base, and include Konica Minolta, Google, Experian, Vodafone, The Design Museum, Beam Suntory. John also invented Artefact Cards, a metaphorical design

### **OSCAR GARCÍA - COOKIE BOX**

Oscar directs the first Videogame School in Barcelona (ENTI-UB) and he partners as a senior Gamification consultant in Cookie Box.

### **JORDI SERRA - COOKIE BOX**

Jordi works as a senior Game Designer within Cookie Box. He got a degree in Multimedia Development besides a Master in Creation and Development of Videogames at BarcelonaTech

### **DOT LUNG**

Social Media Marketing Consultant and Founder of 360VR.BARCELONA a virtual reality & 360° video production collective for immersive social media content.

# IED COMMUNITY SERVICES

## STUDENT CENTRE

The aim of the IED Barcelona Student Centre is to offer an additional welcome and advice service to students who are in need of this, with specific attention to foreign students. It offers useful and practical information to help in the search for accommodation, provides advice on the procedures related to obtaining a resident's permit, registering in the city and acquiring a health card, as well as generally providing any information about the city and its resources that students may find useful during their stay.

## JOB PLACEMENT

The school provides an exclusive job placement service so that students can start their careers either during or after their course.

## PERSONAL COACHING

A clinical and school psychologist will advise, guide and listen to any students requiring her help.

## FACILITIES

Practical work is essential in IED Barcelona training, so its premises have basically been divided into classrooms, workshops and laboratories adapted to each area. The school's facilities include: 21 classrooms, 5 multimedia labs equipped with PCs and Macs, 3 product, interior and transport design workshops, 5 fashion workshops, 1 printing centre, 1 photo and video studio.

## PROGRAMMES

IED Barcelona students have the added advantage of being able to use the following computer programmes without any additional costs:

### ADOBE CREATIVE SUITE

Students can use the software programmes included in Adobe Creative Suite free of charge during the time that they are enrolled in the school. The software package can be used on the school's computers as well as on students' own personal laptops. The following programmes are included in the package: Adobe Photoshop® CC, Adobe Illustrator® CC, Adobe InDesign® CC, etc.

### AUTODESK

World leader in 3D design software for entertainment, manufacturing, engineering, etc. Students can use free of charge programmes such as AutoCAD, Maya or 3ds Max, etc.

### OFFICE

Students can download to their computers the Microsoft Office 365 Education package at no cost. This includes software such as Word, Excel and PowerPoint.

### EMERALD

A global publisher linking research and practice to the benefit of society. Emerald is currently used at the most important universities in the field of management, marketing and communication. All students have free access to more than 290 magazines and 2,000 books

### WGSN

A leading online platform in the world that analyses and forecasts current lifestyle and consumer trends. All IED community members can freely access WGSN from the computers in its Mediateca.

### GMAIL

All IED community members have a Gmail account with unlimited capacity.

# GENERAL ENTRY REQUIREMENTS

**For information about reductions on the Tuition Fee amount for Anticipated Enrolment please contact the Orientation and Admissions Department.**

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## GENERAL ENTRY REQUIREMENTS

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- Copy of DNI (Spanish students) or passport (foreign students).
- Copy of university degree (bachelor's, degree or equivalent).
- Letter of motivation in the language of the Master's degree course.
- CV in the language of the Master's degree course specifying language and IT skills.
- Language certificate: Courses in English require an intermediate level, corresponding to TOEFL or IELTS 6.5. Courses in Spanish require a B2 language level. If a prospective student has neither of these certificates, his or her language skills will be assessed in a face-to-face interview or via a Skype call.
- Portfolio for creative Master's degree courses and/or admission exercise if required.

## FEES

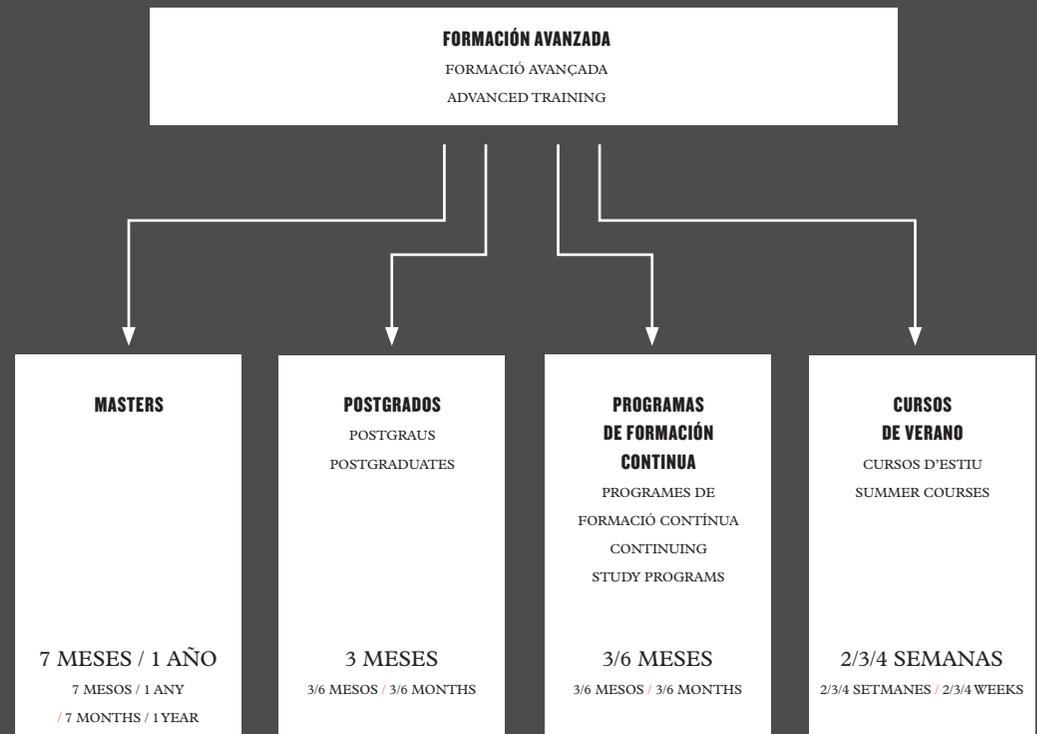
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Enrolment fee:	2.000€
Tuition fee:	3.900€
Total:	5.900€

For information about reductions on the Tuition Fee amount for Anticipated Enrolment please contact the Orientation and Admissions Department.  
[contact@bcn.ied.es](mailto:contact@bcn.ied.es)

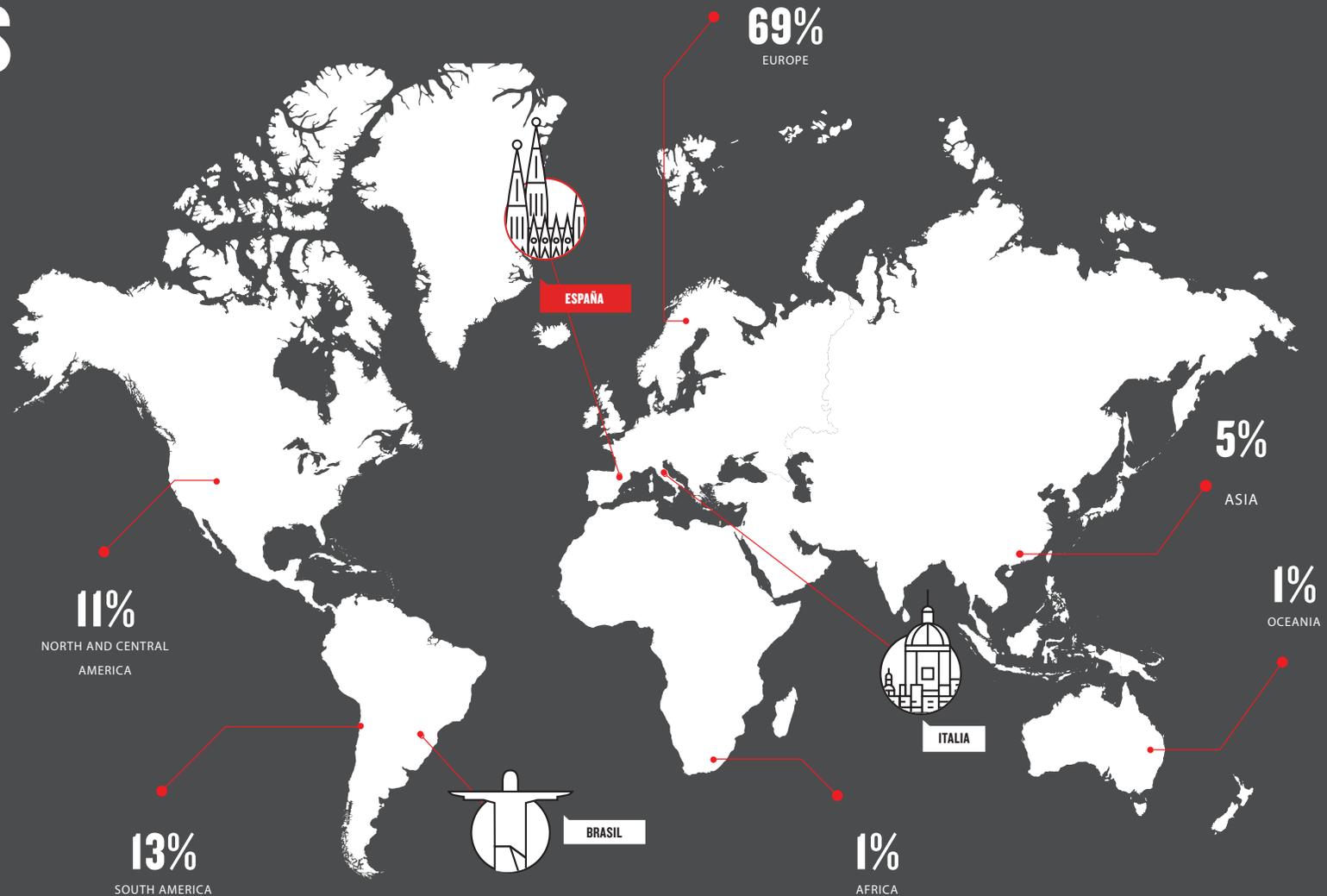
# CHOOSE THE RIGHT COURSE

IED Barcelona offers Official Undergraduate Degrees in Fashion, Graphic, Product and Interior Design. It also teaches Bachelors of Arts (Honours) validated by the University of Westminster and IED Diplomas in Fashion, Management for Creative Industries and Visual Communication. In addition it offers Master and Postgraduate courses, Continuing Study Programs and Summer Courses.



# IED BARCELONA STUDENTS

IED Barcelona is the most international design school in Spain. Since its inauguration in Barcelona in 2002 its classrooms have welcomed students from over 100 different nationalities. Every year over 65% of its students come from different countries such as Colombia, Sweden, Mexico, Iceland or Russia providing a multicultural and cosmopolitan environment. Such a unique opportunity has led students from Spain to work in cities like New York, Paris, Shanghai or Rome and helped alumni from different places of the world to join prestigious national companies.



# BARCELONA

**Barcelona is a city open to innovation and all cultures, warm, plural, diverse, cutting edge and passionate. A city for living and sharing with a clear vision of the future, that has undergone a major process of change: industrial powerhouse in the 19th century, olympic city in the 20th century and smart city of knowledge in the 21st century.**



**Panasonic.**

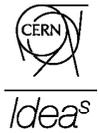
**ARMAND BASI**

**Artemide**

**sónar**

**PRIMAVERA  
SOUND**  
BARCELONA

**vitra.**



**MANGO**



**Ferrari**



**Wallpaper\***

**INDITEX**

**VALENTINO**

**TED<sup>x</sup>Barcelona**  
x = independently organized TED event

**Reebok**

# COMPANIES

IED Barcelona has special relationships with institutions and small, medium and large companies, which take an active part in projects, workshops, talks and activities, with the aim of providing the students with knowledge, communicating experiences and sharing both creative and theoretical aspects with them. All the final thesis are carried out as part of a collaboration with a company, giving the students training in their future profession and helping them develop relationships in the labour market.

**LINE**

**Ferrari**

**CUSTO  
BARCELONA**

**Dezigual**

**VOGUE**



**Roca**

**PIQUADRO**



**BENTELER**





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