

AB INBEV Consumer Insight Competition
EXPERIENTIAL LEARNING
Spring Quarter 2014
SYLLABUS

Independent Study MKTG 499
Professor Robert Schieffer

Uncovering insight into under-met needs of target customers is essential for developing products and services that deliver value to the target customer segment and generate profit for the organization. Building a marketing strategy based upon deep customer insight can give a firm a powerful competitive advantage.

This competition focuses heavily on the qualitative tools used by marketers to uncover deep customer insights: *observation, ethnography, electronic diaries, netnography, depth interviews using projective techniques, archetype research, neuromarketing and online communities*. Qualitative tools used in B to B markets, such as *customer visit programs and customer advisory panels* are also covered. Students will have the opportunity for experiential learning with these tools in six assignments.

Expert guest speakers will be utilized to give students deeper insight into contemporary applications of these customer insight tools. These guest speakers are a mix of customer insight executives and customer insight consultants.

Experiential Learning

This course is heavily focused on experiential learning. 45% of the course grade is based upon an ethnography interviews and the two presentations students will make based upon insight derived from these interviews. Student teams will present the results of their two ethnography interviews to the class during week 8; student teams will present their integrated insights of all of the interviews and marketing recommendations to the corporate sponsor during week 10.

Ethnography interviews will take place in the Evanston area, and will consist of two phases:

- Phase I will involve immersion into the life of the host participant in a three hour session held in the home of this participant
- Phase II will involve immersion into a social occasion with the host participant and several guests

Communications and Office Hours

Blackboard is the main communication tool for this course, and includes the course syllabus, all assignments and all documents. All lecture slides, guest lecture slides, and course resources will be posted on the course Blackboard prior to each class. Students should review lecture slides prior to class and come prepared to discuss them. Students are welcome to come by the Professor's office (Leverone 481) during office hours (W 4:30 – 6:00 PM) as well as after class.

Pairs, Triads and Teams

Teamwork is an essential component of the competition. Teams will consist of 5 students, composed of a pair and a triad (needed for the ethnography interviews). To ensure high participation on team projects, team members will evaluate each other's performance using a Team Evaluation Form. This form is to be submitted anytime after the completion of the last team assignment and before the end of finals week.

Final Exam is a Team Presentation to Our Sponsor

The final exam is a team presentation of the ethnography integrated findings and marketing recommendations to our corporate sponsor. This will take place during week 10 on **Wednesday, June 4, 2014**. At least two members from each team must be present for this presentation to the sponsoring company. Teams need to decide which students will make the final presentation, and hold times on that date.

Course Readings

A course packet is required and some of the readings are available online.

The following book is required:

- *Ethnography for Marketers: a Guide to Consumer Immersion*, Mariampolski, 2006. This book is a practical guide to conducting ethnographic studies that yield powerful consumer insight for Marketers

The following book is recommended:

- *The Buying Brain*, A. K. Pradeep, 2010, John Wiley and Sons. This book is about HOW and WHY brains buy, based upon a wellspring of new knowledge that has been pouring out of the neurosciences over the past decade. The book deals with the interplay of conscious and subconscious processes in the human brain in making purchase decision, and has many examples of neuromarketing applications to products, packaging and advertising.

Students are expected to attend all classes and to come prepared to participate in class discussion. Assigned readings, articles, lecture notes and cases should be read prior to class

Grading

Each student's overall course grade will be based upon the following:

- Class contribution 10%
- Two individual assignments 25%
 - Netnography 10%
 - Individual Depth Interview 15%
- Two pair/triad assignments 30%
 - Ethnography Phase I assignment 10%
 - Ethnography Phase II presentation 20%
- Two team assignments 35%
 - Secondary research 10%
 - Ethnography integration presentation 25%

All assignments are graded on a 100 point scale. Class contribution grading is based upon attendance (you can't participate if you're not here!), as well as the quality of the contributions that you make to advance and deepen the class discussion (*not* the amount of "air time"). Note that ***cold calling*** will be used on assigned readings **that are in bold type**.

Please feel free to ask any questions in or outside of class to maximize your understanding of the material. You will not be evaluated on questions that you ask to clarify lecture or course material. If you have a question, chances are that the same question is on the minds of some of your classmates as well. Thus, you are doing the class a favor by asking it.

Final grades usually range from A to C. The grading is in accordance with guidelines set by the dean's office for elective courses; the total number of A's in any given section will not exceed 45%. Keep in mind that your grade is not always a perfect indicator of your potential customer insight skills; it simply reflects your performance on the set of specific tasks outlined above.

Attendance Policy

It is strongly recommended that students attend every class session. Missing more than two class sessions is strongly discouraged and may lead to a grade adjustment.

Honor Code and Consent Forms

In addition to Kellogg's Honor Code, the following rules apply to this competition:

- To provide an optimal learning experience, students are asked to refrain from eating and using laptops and smart phones during guest speaker presentations.
- Students will act responsibly during the ethnography sessions, and limit their consumption of alcoholic beverages during their immersion into the social occasion; each pair/triad will include a designated driver who will not consume any alcoholic beverages during the ethnography sessions
- All participants will sign a consent form stating that their participation will not require them to consume alcoholic beverages for the successful completion of the ethnography session

DATE		TOPIC	READINGS, CASES & ASSIGNMENTS
Week 1	T April 1	<p>AB INBEV Project Briefing</p> <p>Overview of Customer Insight Tools</p> <p>The Case for Customer Insight</p> <p>Rational and Emotional Needs</p> <p>Who is the Customer?</p>	<p>Search online for “Anthropology Inc.” in the Atlantic magazine and read</p> <p>Qualitative Inquiry in Marketing and Consumer Research</p> <p>Recommended reading – Customers at the Core</p>
Week 2	T April 8	<p>How We Decide</p> <p>Motivation States at Diageo</p> <p>Netnography</p> <p>Electronic Diary Tools</p>	<p>Secondary Research Assignment Due</p> <p>Search online for “Neuromarketing: The New Science of Consumer Behavior” and read</p> <p>Search online for “Netnography: The Marketer’s Secret Weapon”, Netbase</p>
Week 3	T April 15	<p>Netnography Discussion</p> <p>Guest Speaker on Customer Insight Best Practices – ConAgra</p> <p>Individual Depth Interviews</p>	<p>Netnography Assignment Due</p> <p>The ZMET Alternative</p> <p>(Begin recruiting respondent for Individual Depth Interview Assignment)</p>
Week 4	T April 22	<p>Guest Speaker on Ethnography Best Practices in Consumer Packaged Goods Firms</p> <p>Context Tools: Observation and Ethnography</p>	<p>Review Ethnography Project Overview posted on course Blackboard under Assignment tab</p> <p>Review Ethnography Resources posted on course Blackboard under Assignments tab</p> <p>Ethnography for Marketers – Chapters 1, 4, 5, 6, 14, 19 and 25</p>
Week 5	T April 29	<p>Individual Depth Interview discussion</p> <p>Guest Speaker on Driving Innovation with Ethnography – Gravity Tank</p> <p>Field Guide Development</p> <p>Early Childhood Memories</p>	<p>Individual Depth Interview Due</p> <p>Going Deeper, Seeing Further: Enhancing Ethnographic Interpretations to Reveal More Meaningful Opportunities for Design</p> <p>Using Childhood Memories to Gain Insight into Brand Meaning (pages 45-50, 57-58)</p> <p>Search online for Does the Smell of Coffee Remind You of Your Mother ?</p>

Week 6	May 2 - 11	NO CLASS Ethnography Phase I session – Date options are May 2 - 7 Ethnography Phase II session – Date options are May 8 - 11	
Week 7	T May 13	Qualitative Analysis Placebo Effects of Marketing Actions Influence Marketing Metaphoria Online Customer Communities	Ethnography Phase I Pair/Triad Assignment Due Review example presentations posted on course Blackboard Placebo Effects of Marketing Actions: Consumers May Get What They Pay For (skip experiments 1 & 2) Recommended reading – Harnessing the Science of Persuasion
Week 8	T May 20	Ethnography Team Presentations Outcomes not Solutions B to B Customer Insight Tools	Ethnography Phase II Team Assignment Due Turn Customer Input into Innovation Recommended reading – The Customer Visit: Qualitative Research for Business-to-Business Marketers
Week 9	May 22 – 30 May 27	COACHING SESSIONS on Marketing and Positioning Strategy PRESENTATION SKILLS WORKSHOP	Schedule time with assigned faculty member
Week 10	W June 4	TEAM PRESENTATIONS TO SPONSOR ON ETHNOGRAPHY FINDINGS AND MARKETING RECOMMENDATIONS – Allen Center AWARDS PRESENTATION and RECEPTION to follow	Ethnography Team Assignment Due

Those readings posted in bold above will be used for class discussion and some cold calling.