

Customer Insight Tools MKT452

Robert Schieffer (Section 61)

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 course focuses heavily on the qualitative tools used by marketers to uncover deep customer insights: *observation, ethnography, netnography, depth interviews using projective techniques, group sessions, 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 four 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.

This course complements the required course for Marketing majors (Research Methods in Marketing – MKTG 450)

Experiential Learning

This course is heavily focused on experiential learning. 40% of the course grade is based upon an ethnography interview and the two presentations students will make based upon insights derived from this interview. Student triads (groups of three) will present the results of their ethnography interview to the class during week 7; student teams (5-6 students) will present their integrated insights of all of the interviews to the corporate sponsor during week 10. Ethnography interviews will take place within five miles of the Evanston area; student triads should begin planning a time when they can complete their three hour ethnography interview during February 1–5, 2012.

Course Organization

There are three main components of this course:

- Class sessions: Classes will involve a blend of lectures, case discussions and guest speakers. Students are expected to contribute to the class discussions based upon their own business experience as well as their preparation of the required readings.
- Teamwork: A significant amount of the work for this course will be done in triads and teams. Although this work is done entirely outside the classroom, students' contributions to these efforts are considered an integral aspect of the course.
- Individual work: In addition to preparing for class sessions and group activities, students will do three assignments on an individual basis.

Communications and Office Hours

Students can download all assignment due dates from the course syllabus directly into their Outlook calendar. All lecture slides, guest lecture slides, documents and assignments will be posted on the course Blackboard prior to each class. Students should review these prior to class and come prepared to discuss them. Students are welcome to come by the professor's office (Leverone 481) during office hours (M Th 1:30-3:30 PM) as well as after class.

Triads and Teams

As noted above, teamwork is an essential component of the course. Teams will be formed during the first week of class. Teams will consist of 5-6 students, composed of 2 triads (needed for the ethnography interview). To ensure equal participation on team projects, team members will evaluate each other's performance using the 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 to our corporate sponsor. This will take place during week 10 on Wednesday, March 7. At least two members from each team must be present for this presentation to the sponsoring company. Teams need to discuss which students will make the final presentation, and hold times on that date.

Course Readings

A course packet is required and is available for your iPad.

The **required book** is *How We Decide*, Lehrer, 2009. This book explores the major role that the unconscious mind plays in consumer decision making, based upon current research in neuroscience

Should you desire additional reading, I recommend several excellent books. However, these books will not be the explicit focus of our class discussion and, therefore, are *not* required.

- A recommended book is *Influence: The Psychology of Persuasion*, Cialdini, 2007 Revised Edition, which explains the psychology of why people say yes, and the six universal principles of persuasion
- A recommended book is *Ten Key Customer Insights*, Schieffer, 2005, which provides best practices in customer insight, as well as a clear roadmap of how customer insight tools can be used in both strategic and tactical marketing decisions
- A recommended book is *The Culture Code*, Rapaille, 2006, which is an excellent book for understanding how we acquire a silent system of codes as we grow up within a culture, and how these unconscious codes guide our actions and purchasing behavior

Grading

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

- Class contribution 10%
- Three individual assignments 35%
 - Netnography 10%
 - Early Childhood Memories 10%
 - Individual Depth Interview 15%
- One triad assignment – Ethnography presentation 15%
- Four team assignments 40%
 - The Sure Thing That Flopped case 5%
 - Saxonville Sausage case 5%
 - Iridium case 5%
 - 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 there!), 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.

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 and Mandatory First Class Attendance

Students taking this course for a credit must attend the first class, as teams are formed for an assignment due during the second week. 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 Classroom Etiquette

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

- Written cases are to be prepared by team members only. The cases are not to be discussed with out-of-team members.
- To provide an optimal learning experience, students are asked to refrain from eating and/or using laptops and smart phones during class sessions.
- **I have a no laptop and smart phone policy. Laptops and smart phones may not be used during class, except for making presentations to the class.**

DATE		TOPIC	READINGS & CASES
Week 1	W Jan 4	<p>The Case for Customer Insight</p> <p>Who is the Customer?</p> <p>Rational and Emotional Needs</p> <p>Overview of Customer Insight Tools</p>	<p>P & G Chief's Turnaround Recipe: Find Out What Women Want</p> <p>Qualitative Inquiry in Marketing and Consumer Research</p>
	Thur Jan 5	<p>How We Decide</p> <p>Netnography</p>	<p>How We Decide – Introduction and Chapters 2, 4 and 7</p> <p>Recommended reading – Customers at the Core</p>
Week 2	M Jan 9	<p>The Sure Thing That Flopped case discussion</p> <p>B to C Context Tools – Observation and Ethnography</p>	<p>The Sure Thing That Flopped Assignment Due</p> <p>P & G Checks Out Real Life</p>
	Thur Jan 12	<p>Guest Speakers on Innovation Driven by Customer Insight - Wrigley</p>	
Week 3	W Jan 18	<p>Netnography discussion</p> <p>Archetype Research and Early Childhood Memories</p> <p>Individual Depth Interviews</p>	<p>Netnography Assignment Due</p> <p>Does the Smell of Coffee Remind You of Your Mother ?</p> <p>Recommended reading - The Culture Code – Introduction and Chapters 1, 4, 7, 9, 10 and 12</p> <p>Using Childhood Memories to Gain Insight into Brand Meaning</p> <p>The ZMET Alternative</p>
	Thur Jan 19	<p>Guest Speaker on Ethnography in Consumer Packaged Goods - Unilever</p>	
Week 4	M Jan 23	<p>Guest Speaker on Customer Empathy</p>	<p>(Begin recruiting respondent for Individual Depth Interview Assignment)</p>
	Thur Jan 26	<p>Early Childhood Memories discussion</p> <p>Neuromarketing</p>	<p>Early Childhood Memories Assignment Due</p> <p>Neuromarketing: The New Science of Consumer Behavior</p> <p>Spend time reading this great blog: http://www.neurosciencemarketing.com/blog/</p>
		<p>Ethnography Project Briefing</p>	<p>Review Ethnography Project Overview posted on course Blackboard under Assignment tab</p>

Week 5	M Jan 30	Guest Speaker on Ethnography Best Practices and Field Guide Development – Gravity Tank	Review Ethnography Resources posted on course Blackboard under Assignments tab
	Thur Feb 2	Individual Depth Interview discussion Marketing Metaphoria	Individual Depth Interview Assignment Due
Week 6	M Feb 6	Guest Speaker on Cutting Edge Customer Insight Tools - BrainJuicer	
	Thur Feb 9	Placebo Effects of Marketing Actions Qualitative Analysis	Placebo Effects of Marketing Actions: Consumers May get What They Pay For (skip experiments 1 & 2)
Week 7	M Feb 13	Ethnography Triad Presentations	Review example presentations posted on course Blackboard under Assignments tab Ethnography Triad Assignment Due
	Thur Feb 16	Ethnography Triad Presentations	
Week 8	M Feb 20	Saxonville Sausage case discussion Online Customer Communities	Saxonville Sausage Assignment Due
	Thur Feb 23	Guest Speaker on Customer Insight Best Practices - ConAgra	
Week 9	M Feb 27	Sensation Transference Outcomes not Solutions B to B Customer Insight Tools	Turn Customer Input into Innovation Recommended reading – The Customer Visit: Qualitative Research for Business-to-Business Marketers
	Thur Mar 1	Iridium case discussion Management Irrationality Traps Prediction Markets	Iridium Case Assignment Due The Operation was Successful but the Patient Died: Why Research on Innovation is Successful Yet Innovations Fail Recommended reading - New Product Blockbusters: The Magic and Science of Prediction Markets
Week 10	M Mar 5	Guest Speaker on Focus Group Discussions	
	Wed Mar 7	ETHNOGRAPHY TEAM PRESENTATIONS	Ethnography Team Assignment Due
	Thur Mar 8	Guest Speaker on Rebuilding Brand Relevance at McDonald's TCE	

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