SYLLABUS
CUSTOMER INSIGHT TOOLS

MKTG 452 Section 81

Professor Schieffer

Spring 2011

Customer Insight Tools
Course Description

- 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 many of these tools.
- This course complements the required course for Marketing majors (Research Methods in Marketing – MKTG 450)

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- A paper **case packet** is **required**
  - Some required articles will be available online or posted on the course Blackboard
- ***How We Decide*,** Lehrer, 2009 is the **required** book. This outstanding book explores the major role that the unconscious mind plays in consumer decision making, based upon current research in neuroscience

- ***IDEO Method Cards: 51 Ways to Inspire Design*** - Cards (Nov. 2003) by IDEO are recommended (note: there is an iPhone application available also)
- A recommended book is ***Ten Key Customer Insights*,** Schieffer, 2005, which provides a good roadmap of how customer insight can be obtained for strategic and tactical marketing decisions
- A recommended book is ***The Buying Brain*,** Pradeep, 2010, which explores the latest advances in neuroscience and how marketers are using these insights to create brands, products, package designs, marketing campaigns and store environments
- 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
- A recommended book is ***Marketing Metaphoria*,** Zaltman and Zaltman**,** 2008, which explores the impact of deep metaphors on consumer decision making

- **EXPECTATIONS**: 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
- **Pre-requisite:** MKTG 430 Marketing Management

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- Grade distribution, per Deans office guidelines:
  - Up to 45% can earn an A grade
  - Up to 55% can earn a B grade
- All assignments are graded on a 100 point scale
- Final grade composition:
  - **Class Participation – 5%**
  - **Three Individual assignments – 35%**
    - 10% Netnography Assignment
    - 10% Early Childhood Memories Assignment
    - 15% Individual Depth Interview Assignment
  - **One Ethnography Group assignment – 15%**
    - 15% Ethnography Assignment
  - **Four Team assignments – 45%**
    - 8% Sure Thing that Flopped Case Team Assignment
    - 8% Saxonville Sausage Case Team Assignment
    - 8% Iridium Case Team Assignment
    - 21% Ethnography Team Integration Presentations

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- **COURSE STRUCTURE** – The course focuses on qualitative marketing research tools, and students will apply qualitative tools in four of the assignments. Students groups of 2-3 will be required to present their ethnography findings during week 7. Expert guest speakers will be utilized to give students deep insight into contemporary applications of these tools.
- **GROUPS and TEAMS** – Students will be organized into ***teams*** of 5 or 6 students during the first week of class. Student teams will split into 2 ***groups*** to conduct their ethnography interviews. Peer feedback will be used for team assignments. (see next page)
- **TEAM INTEGRATED FINDINGS -** Team integrated findings will be presented to the sponsor on **Wednesday, June 8; this is the "final"**. At least 2 team members need to be present to present.
- **NO LAP TOP USE IN CLASS** – Please keep your lap top computer and smart phones closed during class; paper copies of lectures will be distributed before class for note taking purposes. All lecture slides and guest speaker slides will also be posted on the course Blackboard prior to class

Team Peer Evaluation Impact on Grade

Scale Used is 7 = Contributed Greatly to Quality, 1 = Did Not Contribute at All to Quality of Assignment

Adjustment is Made Only if a Student Receives a Rating Below 6 From More Than One Team Member

Average of Ratings	% of Team Grade
5.5 and above	97%
5.0 – 5.4	94%
4.5 – 4.9	90%
4.0 – 4.4	86%
3.5 – 3.9	81%
3.0 – 3.4	76%
Below 3.0	70%

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- **COMMUNICATIONS** – All lecture notes 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.
- **HONOR CODE** – All students will abide by the Kellogg Honor Code. It is a violation of the Honor Code to discuss any course assignments or cases with students outside of your team

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CLASS	DAY and DATE	TOPICS	BE PREPARED TO DISCUSS	OTHER READINGS	ASSIGNMENT DUE
1	Wed March 30	The Case for Customer Insight How We Decide Overview of Customer Insight Tools	•Introduction and Chaps. 2, 4 & 7 of How We Decide •P&G Chief's Turnaround Recipe	•Introduction to Ten Key Customer Insights book	
1		Who is the Customer? Rational & Emotional Needs Netnography	•Qualitative Inquiry in Marketing and Consumer Research	Customers at the Core Chaps. 2 & 3 of TKCI	
2	Wed April 6	**Sure Thing that Flopped** Case Discussion Outcomes not Solutions	•The Sure Thing that Flopped case •Turn Customer Input into Innovation		**The Sure Thing that Flopped case**
2		Archetype Research and Childhood Memories **Context Tools:** Observation and Ethnography	•Does the Smell of Coffee Remind You of Your Mother? •Using Childhood Memories to Gain Insight Into Brand Meaning •P & G Checks Out Real Life	Introduction and Chaps. 1, 4, 7, 9, 10 and 12 of Culture Code	

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CLASS	DAY and DATE	TOPICS	BE PREPARED TO DISCUSS	OTHER READINGS	ASSIGNMENT DUE
3	Wed April 13	•Placebo Effect of Marketing Actions •Autonomic Measures and Neuromarketing	•Placebo Effects of Marketing Actions (skip experiments 1 and 2) •Spend time on this great blog: **•http://www.neuroscienceMarketing.com/blog/**	The Buying Brain book	**Netnography Assignment**
3		•**<u>Depth Interviews</u>** •*ZMET* •*Laddering* •*Projective Techniques* •*IDEO Methods*	•The ZMET Alternative	IDEO Method Cards	(Recruit respondent for individual depth interview assignment)
4	Wed April 20	***Guest Speaker Ethnography in Consumer Packaged Goods***			**Early Childhood Memory Assignment**
4		Marketing Metaphoria Briefing on Ethnography Project Objectives	•Spend a Day in the Life of Your Customers	Marketing Metaphoria book	

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CLASS	DAY and DATE	TOPICS	BE PREPARED TO DISCUSS	OTHER READINGS	ASSIGNMENT DUE
5	Wed April 27	***Guest Speaker Ethnography, Opportunity Maps and Field Guides***	Ethnography Resources and Examples (posted on Blackboard under Assignments tab)		**Individual Depth Interview**
5		Discussion of Depth Interviews Field Guide Development			
6	Wed May 4	***Guest Speaker from Brain Juicer on Customer Insight Consulting***			
6		Sensation Transference Qualitative Analysis Workshop			

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CLASS	DAY and DATE	TOPICS	BE PREPARED TO DISCUSS	OTHER READINGS	ASSIGNMENT DUE
7	Wed May 11	**ETHNOGRAPHY GROUP PRESENTATIONS**	Review example presentation on Blackboard		**Ethnography Group Assignment**
7		**ETHNOGRAPHY GROUP PRESENTATIONS**			
8	Wed May 18	Saxonville Sausage Case Discussion On Line Communities	Saxonville Sausage case		**Saxonville Sausage case**
8		Customer Visits Customer Advisory Panels		The Customer Visit	

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CLASS	DAY and DATE	TOPICS	BE PREPARED TO DISCUSS	OTHER READINGS	ASSIGNMENT DUE
9	Wed May 25	***Guest Speaker on Focus Group Discussions***			
9		Customer Satisfaction and Loyalty Measurement Prediction Markets	Customer Satisfaction and Stock Prices: High Returns, Low Risk	Chap. 9 of TKCI Why Satisfied Customers Defect New Product Blockbusters: The Magic and Science of Prediction Markets	
10	Wed June 1	***Guest Speaker on Customer Frame of Mind***			**Iridium Case Assignment**
10		TCE Iridium Case Discussion Management Irrationality Traps	Iridium: Lost in Space Case The Operation Was Successful but the Patient Died		