MKTG 458
Consumer Insight for Brand Strategy
(Winter 2015)

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Course Overview
A consumer insight explains why a particular person or group buys a particular product or service. A good consumer insight will drill deeper than surface observations of overt behavioral patterns into the realm of psychological processes, such as goals and motives. Informed by a rigorous consideration of contemporary psychological science, including survey tools, consumer neuroscience, and ethnography, this course uses a framework centering on the discrete cognitive processes that unfold in response to the marketing mix to give marketers a strategic advantage in uncovering consumer insights that will create sustained value and drive brand growth.

Teams
Teamwork is an essential component of the course. Teams will be assigned in week 2 and will remain fixed throughout the quarter.

Attendance
Attendance at first class is mandatory. Attendance will be recorded. You may miss one 3-hr session for any reason without penalty; 2 or missed sessions will count against your participation grade. You must email me in advance of any class you will not be attending. You may bring coffee, tea, or other liquid refreshments into the classroom, but eating meals in the classroom is not permitted. Do not arrive late or leave the classroom in the middle of class for a few minutes and then return; this is disruptive.

Readings

This is an all-digital course. Required readings are available through the digital coursepack. Tablet devices are permitted in class for the purpose of tracking the lecture slides, which are provided before class on Canvas. No paper handouts will be given.

Final Exam

This class has a final exam, which is take-home and will be given at the last class and due three days later. The exam consists of multiple choice and case-based short answer questions.

Grade

Assignments	20%
Live Case	40%
Final Exam	30%
Participation	10%

Re-Grading

Requests for re-grading an assignment must be accompanied by a written explanation that justifies the request. Also, the request should come AFTER the student has examined the master solution (which addresses most lingering questions). This request must be provided no later than a week following the date at which the grade was reported to the student. A re-grade may result in no change (most common), an increase, or a decrease in points awarded.

Week	Date	Topic	Case Reading	Supporting Reading	Assignment Due*
1	Jan 7	Introduction	XBOX One	"The Characters of the Story"	
2	Jan14	Attention	Lay's		
3	Jan 21	Interpretation			Experiential audit (teams)
			Apple		
4	Jan 28	Memory		"Emotion"; "Mental and Physical Availability"	Insight survey analysis (teams)
5	Feb 4	Attitudes 1	Sam Adams	"Harnessing the Science of Persuasion"	Sam Adams case question (individual)
6	Feb 11	Attitudes 2	Reagan		Survey Draft (teams)
7	Feb 18	Choice			Fileshelf Challenge (in-class)
8	Feb 25	Loyalty 1	BMW		BMW case question (individual)
9	Mar 4	Loyalty 2	Harley	"Passionate Consumer Commitment"	
10	Mar 11	Conclusion	Netflix		Live case write-up

*Assignment info may be found on Canvas.