Hello Kellogg 2Y and 1Y Students!

I hope your fall term has been going well so far. Given it’s just mid-terms, it’s hard to believe that it is time to think about Winter Courses already. However, bidding is just around the corner. To that end, I wanted to provide you a little information on the line-up of Marketing Electives available for Winter 2020. Some of you have just applied for the Marketing Consulting Lab experiential course (MKT 950), but I wanted to provide information here for the “bid for” courses in the department.

**Ethnographic Customer Insights (MKTG 949)**
The first course that I want to bring to your attention is *Ethnographic Customer Insights (MKTG 949)*. Qualitative customer research creates a nuanced understanding that brings the customer to life in the marketer’s mind and informs the marketer how to put insight into action with every customer touchpoint. This course provides a review of qualitative research tools, including analog tools (immersion and ethnography) as well as the digital ones (video chats, geo-intercepts, bulletin boards and online diaries) that help remove the veils and uncover meaningful customer insight.

The purpose of this course is to build a set of insight skills (deep empathy, keen observation and thoughtful interviewing) that will make you an effective marketer. To that end, the course is highly experiential and based on a “learning by doing” model in which students will do a “deep dive” into a customer segment’s life; discover the customer’s insight; and design a brand experience that will surprise and delight. Particularly exciting, this year, this course will include a practicum, where the class will do work and apply insights for a real client, a restaurant chain called Roti Modern Mediterranean, a player in the “fast casual” space.

The Ethnographic Customer Insights course is developed and taught by Gina Fong, a consumer anthropologist at The Fong Insights, a marketing consulting firm that works with Fortune 500 companies, entrepreneurs and challenger brands to solve business and communication challenges from the consumer’s point of view.

**Consumers, Culture and Strategy (MKTG 918-5)**
The second course is *Consumers, Culture and Strategy (MKTG 918-5)*, taught by Greg Carpenter. The success of every organization depends on its ability to attract and retain customers. Traditionally, firms have done so by seeking to understand and respond to customers. Legendary firms such as Toyota and Unilever thrived using this *market-driven* approach.

Rejecting this approach, firms such as Apple and Starbucks embrace a *market-driving* approach. Drawing on their organization’s culture, these firms compete to gain *influence* over consumers. Firms that win influence shape consumer thinking and achieve success that competitors struggle to imitate.
In this course, we will explore the many different ways in which firms win this battle for influence. Our classes will focus on discussions of concepts, examples and cases.

**Services Marketing and Management, (MKTG 459-5)**
A third course which is relatively new to the Kellogg line-up is the 5-week Services Marketing and Management (MKTG 459-5) taught by Ata Jami. Services are the largest and fastest growing segment in most developed economies. This course examines the marketing and managerial implications of the differences between goods and services. A wide variety of service industries are examined, including transportation, professional services, healthcare, banks, hotels, airlines, and theme parks. The course discusses many service marketing concepts, including customer satisfaction and service quality, service innovation and design, customer and employee roles in service delivery, physical evidence and the servicescape, managing demand and capacity of service, and service recovery.

In case you are thinking about additional marketing electives, I am providing below a full list of the line-up for Winter with short descriptions of each course.

Hope you have a great rest of the quarter!

*Julie Hennessy*
**Associate Chair, Marketing Department**

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<tr>
<th>Course Code</th>
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<th>Description</th>
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<tr>
<td>MKTG 450</td>
<td>Marketing Research and Analytics</td>
<td>The objective of this course is to provide a fundamental understanding of marketing research methods employed by well-managed organizations. The course focuses on integrating problem formulation, research design, questionnaire construction, sampling, data collection and data analysis to yield the most valuable information. The course also examines the proper use of statistical applications as well as qualitative methods, with an emphasis on the interpretation and use of results. Student teams also work with actual B2B and B2C clients to solve business problems with the tools used in the class.</td>
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<td>MKTG 462</td>
<td>Retail Analytics and Pricing</td>
<td>This course has two broad goals. First, you will learn how to make data-driven pricing and promotion decisions using historical and experimental data. Second, you will gain a deeper understanding of retail analytics. The course covers topics such as price optimization, assortment planning, and in-store promotions.</td>
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understanding of best practices in retail. Together, this will prepare you to work in today’s fast-paced retail environment.

| MKTG 465   | Launching New Products and Services *(Michal Maimaran)* | Developing and launching innovative new products and services is among the most complex challenges faced by managers. How can one generate potentially breakthrough new product and service concepts? Given an infinite world of possibilities, how does one decide which products and feature concepts to pursue? How does one get customer feedback for products and features that do not yet exist? What marketing strategy & tactics should one employ to convince customers to purchase products they might not yet know they want? How does one reconcile the introduction of new products with an existing product portfolio? The goal of this course is to introduce students to marketing principles and concepts that they can use to tackle these questions. |
| MKTG 466   | Marketing Strategy for Growth and Defense *(Tim Calkins)* | This course uses frameworks, cases, and the Markstrat simulation to practice creating winning strategies through the business life cycle, from new market pioneering to the challenges of growing established businesses to defending against competitive attacks. |
| MKTG 473   | Strategic Brand Management *(Neal Roese)* | As many products and services are becoming commoditized, brands are becoming increasingly important as key non-price differentiators. As a result, brands now have the potential to play an even greater role in creating value for customers as well as for the company. In this course, you will learn how to create and manage successful brands. We will discuss the key factors that enable brands to create value, focusing on the strategic aspects of building strong brands. |
| MKTG 482   | Customer Analytics and Artificial Intelligence *(Caio Waisman)* | Marketing is evolving from an art to a science. Many firms have extensive information about consumers’ choices and how they react to marketing campaigns, but few firms have the expertise to intelligently act on such information. In this course, students will learn the scientific approach to marketing with hands-on use of technologies such as databases, analytics, machine learning, and computing systems to collect, analyze, and act on customer information. |
| MKTG 918-5 | Consumers, Culture & Strategy | The success of every organization depends on its ability to attract and retain customers. |
Traditionally, firms have done so by seeking to understand and respond to customers. Legendary firms such as Toyota and Unilever thrived using this *market-driven* approach. Rejecting this approach, firms such as Apple and Starbucks embrace a *market-driving* approach. Drawing on their organization’s culture, these firms compete to gain *influence* over consumers. Firms that win influence shape consumer thinking and achieve success that competitors struggle to imitate. In this course, we will explore the many different ways in which firms win this battle for influence. Our classes will focus on discussions of concepts, examples and cases.

**MKTG 949**  
*Ethnographic Customer Insights*  
*Gina Fong*

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**MKTG 961-5**  
*Entrepreneurial Tools for Digital Marketing*  
*Sean Johnson*

In this course, we discuss the strategies and tactics smart startups use to get traction online. You will learn dozens of strategies for acquiring new customers and when to use them, what matters when optimizing your site for search engines, how to get early PR, how to leverage social media to build your brand, how to use paid channels to drive growth at scale, how to optimize your site so customers are compelled to take action, how to maximize your retention rate, how to architect a referral loop that works, what data to focus on and what to ignore, and much more.