

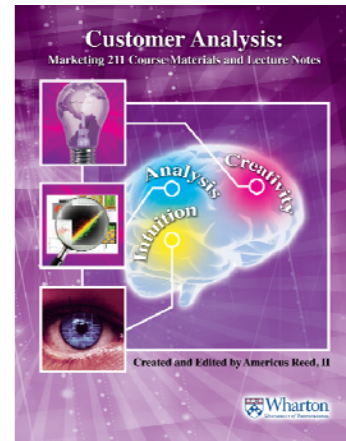


## Marketing 211 – Sections 001/002 **CUSTOMER ANALYSIS**

*Class Period:*  
Section 001 – T/Th – 1 :30 pm to 2:50 pm G55  
Section 002 – T/Th – 3:00 pm to 4:20 pm

### **GENERAL COURSE INFORMATION**

Professor:	Professor Americus Reed II
Office:	764 Jon M. Huntsman Hall
Email:	<a href="mailto:amreed@wharton.upenn.edu">amreed@wharton.upenn.edu</a>
Office Telephone:	215-898-0651
Office Hours:	Tuesday: 4:30 – 6:30pm Thursday: 4:30 – 6:30pm
Emergency Telephone:	Provided in Class
Course Admin:	Provided in Class
Web-site:	See *Canvas Website
Text(s):	No required Text Book
Course Packet:	<b>* Available at the Penn Book Store</b>
Other Materials: * Required	* CD Rom Case - Nascar: Marketing @ 200 mph I will give you the link to this case!



### **THIS CLASS SEEKS TO ANSWER 8 CRITICAL CONSUMER RELATED QUESTIONS:**

1. How do I find out about my Market, Product Offering and Customer?
2. How do I make my Persuasive Communication work?
3. How do I know how customers perceive my product?
4. How do I relate Demographic Customer Characteristics to Behavior?
5. How do I construct key Psychographic Segments?
6. How do I relate Customer Psychographic tendencies to Reactions?
7. How do I estimate effectiveness of my Marketing Efforts?
8. How do I respond to uncontrollable factors in the Market Place?

Students will learn HOW TO answer each question using a specific managerial framework and an analytical tool.  
**Note:** Some of these analytics (e.g., Logistic Regression, Cluster analysis, ANOVA, Chi-Square analysis) partially overlap with **statistical content** from other marketing courses (e.g., Marketing 212), but our emphasis will be on how to use them to understand customers better. This is a drill down course that builds on concepts from MKTG 101.

To help provide additional insight into each question, at least one guest speaker from Industry will come into the class to discuss specific real world insights/applications related to that question. This is also an opportunity for students to do some networking with outside Industry.

**GRADING:**

Your course grade will be determined as follows. Each component of your grade is explained in greater detail below.

	Points
• Self Assessment (Your Individual Contribution and Learning)	40
• Group Project	70
o Managerial Summary @ 20 points,	
o Power Point @ 40 points	
o Presentation @ 10 points	
• Class Participation	40
• <b>TOTAL:</b>	150

**GRADING NOTES:**

1. **Self Assessment** is a portion of the course that assesses your own personal contribution to the course, your colleague's learning and your own learning. You will write up a short statement (a few times over the term) of what you have done, what you have learned and the perception of your own individual performance. You will grade yourself on this dimension.
2. **The Group Project** is designed to provide a hands-on opportunity to consult on a real world branding / consumer / marketing situation. Your team will be graded by the Marketing executives of the group project. UG team members typically receive the same grade, although adjustments will be made if necessary based on instructor and peer assessment of contributions to team work.
3. **Class Participation** is based on four potential components:
  - *Attendance:* Regular class attendance is a signal of your commitment to the course. This is the easy part. Class will commence on time. Consistent lateness will result in loss of participation points.
  - *Class preparation:* You should always be prepared to discuss the concepts, topics and issues for a particular session. You will be called upon to do so. Discussions with me and your UG colleagues are the best opportunity to demonstrate that you are thinking about the topics and relating these topics to one another and to material learned elsewhere. Quality counts at least as much as quantity.
  - *Lab Exercises:* are designed to reinforce analytical methods and their interpretation. These lab assignments give you a chance to practice the tool to help with the class project. Throughout the semester, you will be asked to participate in 4 lab exercises (see syllabus for dates\*).
  - *Guest Presentations:* UG students will also earn class participation points by attending all guest presentations and getting involved in the discussion (by asking and responding to insightful questions).
4. **EXTRA CREDIT** *Any* extra credit opportunities that may arise will be announced in class.

**COURSE ASSESSMENT:**

I realize that there are different levels of both ability and motivation in any course. These complexities of the class will be taken into account. Therefore, I encourage students to work with other students who share similar aspirations in and commitment to the course.