

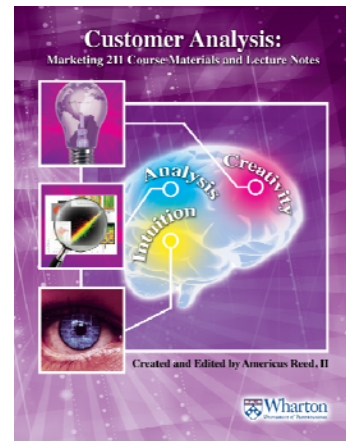


# Marketing 211 – Section 002 **CUSTOMER ANALYSIS**

*Class Period:*  
Section 002 – T/Th –1 :30 pm to 2:50 pm JMHH 355

### **GENERAL COURSE INFORMATION**

Professor: Professor Americus Reed II  
Office: 764 Jon M. Huntsman Hall  
Email: [amreed@wharton.upenn.edu](mailto:amreed@wharton.upenn.edu)  
Office Telephone: 215-898-0651  
Office Hours: Tuesday: 3:00 – 5:00pm  
Thursday: 3:00 – 5:00pm  
Emergency Telephone: Provided in Class  
Course Admin: Provided in Class  
Web-site: See \*Canvas Website  
Text(s): No required Text Book  
Course Packet: \* **REQUIRED: Available at the Penn Book Store**



### **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 on class content:** 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.

**NOTE on class decorum:** *Bring your name plates to class every day (so I can learn who you are!)* Do NOT bring lap tops, tablets, iPads, iPods, etc. into class. During class, you have my 100% attention; during class I want 100% of yours. Cell phones are fine, but you will lose class participation points if you use your mobile device to surf and answer email, etc.





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**GRADING:**

Your course grade will be determined as follows. Each component of your grade is explained in greater detail on the next page.

<b>COURSE COMPONENT</b>	<b>Points</b>	<b>TOTAL POINTS</b>
<b>CLASS PARTICIPATION</b>		60 Points
<u>Self-Assessment</u> (Your rating of your contribution)	20	
<u>Attendance and Contributions to Class discussion</u>	20	
<u>Primary Research Data Collection (4 Interviews)</u>	20	
* <u>Class Exercises</u>		10 Points
Pre-Class Questionnaire	2	
Mid-Class Questionnaire	2	
End-Class Questionnaire	2	
*Memory Exercise	2	
*VALS Exercise	2	
<u>Guest Speaker Engagement</u>		20 Points
Guest Speaker #1	5	
Guest Speaker #2	5	
Guest Speaker #3	5	
Guest Speaker #4	5	
* <u>Quantitative Analysis Tools</u>		30 Points
*Lab #1	10	
*Lab #2	10	
*Lab #3	10	
*Lab #4	10	
<b>MID-TERM ASSESSMENT</b>		50 Points
<b>GROUP PROJECT</b>		30 Points
Managerial Summary	10	
Power Point Slide Deck	20	
<b>TOTAL:</b>		200 Points

**\* NOTE: The lowest score of these two Class Exercises and the four Lab Assignments will be dropped**

**GRADING NOTES (Please Read Carefully):**

**COURSE COMPONENT**

**Class Participation**

**Self-Assessment** (Your rating of your contribution): At two points in the semester, you will be asked to fill out a questionnaire in which you assess your own contribution to the learning environment of the class. **NOTE:** The score you give yourself WILL BE the score that is recorded for this part of the grade. Be honest and fair in assessing yourself.

**Attendance and Contributions to Class discussion:** Professor Reed will separately rate your contribution to class based on your attendance, the quality of your comments during class discussions, your level of engagement with the course materials in and out of class –also taking into account your self-assessment of your own contribution.

**Primary Research Data Collection (4 Interviews):** As part of the learning process, each student will conduct 4 one on one interviews. You will be provided with interview protocol—including questions to ask. You will have your participant fill out a survey that Professor Reed will provide. We will pool the data from this survey so that the class can analyze it as part of the group project.

**Class Exercises:** Throughout the semester, as part of class engagement and class demonstrations, you will be asked to complete 5 total class exercises. These range from simple questionnaires to demonstrate concepts in class, to online exercises that bring concepts alive. *The lowest score of the memory exercise and VALS exercises will be dropped.*

**Guest Speaker Engagement:** I will have four excellent outsiders from Industry visit our class and present on how they approach concepts (that we discuss in class) in the real world. Students will also earn class participation points by attending all guest presentations, getting involved in the discussion (by asking and responding to insightful questions) and evaluating the speakers in an online post presentation questionnaire the Professor Reed will provide.

**Quantitative Analysis Tools:** As part of the course, and the group project, I will teach you four quantitative customer analysis tools to use. On these days, we will be in a lab and complete the analysis. You will turn in four short lab write ups based on these analyses, demonstrating to me that you know how to apply and interpret the method. *The lowest score of these lab assignments will be dropped.*

**MID-TERM ASSESSMENT:**

This assessment will allow me to evaluate your understanding of the course materials to date. This will be an open book, open note assessment consisting of short answer questions. More information will be given about this closer to when this assessment will be given. Throughout the semester I will be hinting on highly likely candidates for topics for this assessment so take notes diligently and attend all classes.

**GROUP PROJECT:**

The group project is the culmination of the class to see if you truly have grasped the class concepts in total, and if you can apply them to a real world situation and real world company. 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. 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.** Your work will be submitted to the marketing executives for review and assessment.

**DETAILS ABOUT 8 CRITICAL QUESTIONS:**

Date	Day	Description	In Class Activity / Assignment
9/06/2012	Th	Course Introduction - Syllabus - Requirements	Discuss Class objectives and expectations
<b>Q1: How do I find out about my Market, Product Offering and Customer? A: (INTELLIGENT) MARKETING INTELLIGENCE</b>			
9/11/2012	T	Marketing Research Methods Review (Qual and Quant) I	Video
9/13/2012	Th	Marketing Research Methods (Qual and Quant) II	Determine Project Groups
9/18/2012	T	<b>Guest Speaker: Sugirtha Stathis – (Cambells)</b>	
9/20/2012	Th (†)	<u><b>GROUP PROJECT INTRODUCTION</b></u>	Finalize Project Groups
<b>Q2: How do I make my Persuasive Communication work? A: USE CONSUMER MEMORY TO YOUR ADVANTAGE</b>			
9/25/2012	T	Memory and Retrieval: Product Packaging and Perception	Memory Demo is due
9/27/2012	Th	<b>Guest Speaker: Ted Wright – (FIZZ)</b>	
<b>Q3: How do I know how customers perceive my product? A: PERCEPTUAL MAP TECHNIQUES</b>			
10/02/2012	T	Exposure, Attention & Perception	
10/04/2012	Th	Perceptual Mapping Exercise / Analysis	Brand Maps – Tool –
<b>Q4: How do I relate Demographic Customer Characteristics to Behavior? A: CHI SQUARE ANALYSIS</b>			
10/09/2012	T	Market Differentiation and Segmentation (Demographic)	$\chi^2$ analysis
10/11/2012	Th	<i>* Lab Day: Segmentation Data - Analyzing Associations</i>	

*\*Class will be held in computer lab room (375) in Huntsman Hall (JMHH)*

( † ) = Mandatory Attendance Day!

**DETAILS ABOUT 8 CRITICAL QUESTIONS: ....cont'd**

<b>Date</b>	<b>Day</b>	<b>Description</b>	<b>In Class Activity / Assignment</b>
<b>Q5: How do I construct key Psychographic Segments? A: FACTOR ANALYSIS</b>			
10/16/2012	T	Consumer Identity and the Self Concept	
10/18/2012	Th	<b>Guest Speaker: Stephen Holmberg (NIKE)</b>	
10/23/2012	T	<b>NO CLASS - FALL BREAK</b>	
10/25/2012	Th (†)	<u><b>MID-TERM ASSESSMENT</b></u>	
10/30/2012	T	Segmentation and Targeting (Psychographic)	VALS (Demo) due
11/01/2012	Th	<i>* Lab Day: Factor Analysis</i>	
<b>Q6: How do I relate Customer Psychographic tendencies to Reactions? A: CORRELATIONAL ANALYSIS</b>			
11/06/2012	T	Consumer Attitude Measurement: High / Low Effort	Profile Diagnosis
11/08/2012	Th	<i>* Lab Day: Correlation Analysis</i>	
<b>Q7: How do I test effectiveness of my Marketing Efforts? A: ANALYSIS OF VARIANCE</b>			
11/13/2012	T	Changing Attitudes PART II: Emotional & Social Appeals	
11/15/2012	Th	<i>* Lab Day - Experimentation (ANOVA) Assessing Ad Campaign</i>	
11/20/2012	T	<b>Guest Speaker: Rob Britton (American Airlines)</b>	
11/22/2012	Th	<b>NO CLASS – THANKS GIVING</b>	
<b>Q8: How do I respond to uncontrollable factors in the Market Place? A: CONSUMER CRISIS MANAGEMENT</b>			
11/27/2012	T	Consumer Welfare: Marketing and Consumer Needs	
11/29/2012	Th	Consumer Welfare: The Dark Side(s) of Marketing	
12/04/2012	T	<b>Guest Speaker: Hugh Braithwaite—(BC)</b>	Crisis Mgt. exercise
12/06/2012	Th	Course Wrap Up & Reflections	Organize Group Projects
12/10/2012 - 12/21/2012		<b>TURN IN FINAL GROUP PROJECT MATERIALS Date TBA</b>	

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