



## Marketing (MKTG) 711 – Sections 001 and 002 **CUSTOMER ANALYSIS**

*Class Period:*

Section 001 TR : 10:30AM - 12:00PM Vance B11  
Section 002 TR : 1:30PM – 3:00PM Vance B11

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### **GENERAL COURSE INFORMATION**

|                      |   |
|----------------------|---|
| Professor:           | Americus Reed II  |
| Office:              | 764 Jon M. Huntsman Hall  |
| Email:               | <a href="mailto:amreed@wharton.upenn.edu">amreed@wharton.upenn.edu</a> Web: <a href="http://americusreed.com/">http://americusreed.com/</a> |
| Office Telephone:    | 215-898-0651  |
| Office Hours:        | Tuesday: 3:30 – 5:00pm<br>Thursday: 3:30 – 5:00pm<br>Or by Appointment  |
| Emergency Telephone: | Provided in Class   |
| Course Admin:        | Provided in Class   |
| Web-site:            | Info Provided in Class  |
| Text(s):             | No required Text Book—I will provide any handouts and readings  |

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### **THE COURSE IS DIVIDED INTO FOUR SECTIONS (STPM)<sup>1</sup> Segmentation, Targeting, Positioning and Messaging**

Part I: **Segmentation**—*Building a Customer Profile*

Part II: **Targeting**—*Gathering Information about your Chosen Segment*

Part III: **Positioning**—*Putting Product into Consumer Minds*

Part IV: **Messaging**—*Talking to your Customers*

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By exploring and discussing these critical components of marketing, we formulate a strategic roadmap, a customer analysis “play book” of sorts. As the theoretical concepts “settle in,” we substantiate them by executing a specific application and corresponding analytical tool. The application may be a case, guest speaker, or even data simulation exercise, but regardless, the purpose is to actually “see” these concepts come to life in the context of what is often a “messy real world.” <sup>1</sup>Students will learn HOW TO address each area using a specific managerial framework and an analytical tool.

## GRADING:

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

| COURSE COMPONENT  | Points | TOTAL POINTS |
|---|--------|--------------|
| <b>CLASS PARTICIPATION</b>                              |        |              |
| <u>Attendance and Contributions to Class discussion</u> | 60     | 60 Points    |
| <u>* Guest Speaker Engagement</u>                       |        | 25 Points    |
| Guest Speaker #1  | 5      |              |
| Guest Speaker #2  | 5      |              |
| Guest Speaker #3  | 5      |              |
| Guest Speaker #4  | 5      |              |
| Guest Speaker #5  | 5      |              |
| Guest Speaker #6  | 5      |              |
| <u>* Quantitative Analysis Tools</u>                    |        | 15 Points    |
| *Lab #1   | 5      |              |
| *Lab #2   | 5      |              |
| *Lab #3   | 5      |              |
| *Lab #4   | 5      |              |
| <b>INDIVIDUAL ASSESSMENTS</b>                           |        | 100 Points   |
| Assessment #1   | 25     |              |
| Assessment #2   | 25     |              |
| Assessment #3   | 25     |              |
| Assessment #4   | 25     |              |
| <b>TOTAL:</b>   |        | 200 Points   |

**NOTE on class content:** Some of the analytics (e.g., Logistic Regression, Cluster analysis, ANOVA, Chi-Square analysis) partially overlap with statistical content from other marketing courses (e.g., Marketing Research), 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 the core marketing intro classes.

**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.

**\* NOTE:** The lowest score of these two components will be dropped.

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

## **COURSE COMPONENT**

### **CLASS PARTICIPATION:**

**Attendance and Contributions to Class discussion:** I will 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 including class exercises as well as case analysis discussions.

**Guest Speaker Engagement:** I will have six 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. *You can miss one speaker engagement—the lowest score will be dropped.*

**Quantitative Analysis Tools:** As part of the course, 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. These are points that are based on whether or not you turned in the assignment on time. *The lowest score of these lab assignments will be dropped.*

### **INDIVIDUAL MINI-ASSESSMENT:**

**Four mini assessments:** These are not exams per se, but evaluations for me to assess the extent to which you are grasping the concepts and the tools. These will take place during class time and will involve multiple choice and short answer questions. These are not cumulative assessments and they will be completely open note and open book. Everything covered in the class lectures, lab assignments, guest speaker discussions are potential sources of assessments.

## MKTG 711: DETAILED CALENDAR OF COURSE TOPICS

| Day      | Date      | Topic                         |
|----------|-----------|-------------------------------|
| Thursday | August 28 | 1. Introduction to the course |

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|----------|--------------|--|
|          |              | <b>PART I: Segmentation—Building a Customer Profile</b>          |
| Tuesday  | September 2  | 2. Demographic Segmentation                                      |
| Thursday | September 4  | 3. Lab Day One: ANALYTICAL TOOL analyze demographic segments     |
| Tuesday  | September 9  | 4. Consumer Identity and the Self-Concept                        |
| Thursday | September 11 | 5. Psychographic Segmentation                                    |
| Tuesday  | September 16 | 6. <b>MINI-ASSESSMENT #1</b>                                     |
| Thursday | September 18 | 7. Guest Speaker: Campbell Soup's Approach to Psychographic Data |
| Tuesday  | September 23 | 8. Lab Day Two: ANALYTICAL TOOL analyze psychographic segments   |

|          |              |   |
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|          |              | <b>PART II: Targeting—Gathering Information about your segment(s)</b> |
| Thursday | September 25 | 9. Market Intelligence: Making Sense of Data using Models             |
| Tuesday  | September 30 | 10. Measuring your Customer's Attitudes                               |
| Thursday | October 2    | 11. Lab Day Three: ANALYTICAL TOOL to refine targeting strategy       |
| Tuesday  | October 7    | 12. Guest Speaker: Word of Mouth as a way to change attitudes         |
| Thursday | October 9    | No Class – Fall Break   |
| Tuesday  | October 14   | 13. <b>MINI-ASSESSMENT #2</b>   |

|          |            |  |
|----------|------------|--|
|          |            | <b>PART III: Positioning—Putting Product into Consumer Minds</b> |
| Thursday | October 16 | 14. Exposure Perception and Attention (Part I)                   |
| Tuesday  | October 21 | 15. Perceptual Mapping Exercise                                  |
| Thursday | October 23 | 16. Guest Speaker: Product Positioning and NIKE                  |
| Tuesday  | October 28 | 17. Taste Test Exercise—Live Case Discussion                     |
| Thursday | October 30 | 18. Case Analysis: Windows Phone Code Name Mango                 |
| Tuesday  | November 4 | 19. Memory and Retrieval   |
| Thursday | November 6 | 20. <b>MINI-ASSESSMENT #3</b>                                    |

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|          |             | <b>PART IV: Messaging—Talking to your Customers</b>               |
| Tuesday  | November 11 | 21. Using Rational, Emotional and Social Appeals                  |
| Thursday | November 13 | 22. Lab Day Four: ANALYTICAL TOOL to assess advertising campaigns |
| Tuesday  | November 18 | 23. Guest Speaker: Using Emotional Advertising to Differentiate   |
| Thursday | November 20 | 24. Case Analysis: NASCAR Using Sponsorship to Message            |
| Tuesday  | November 25 | 25. Guest Speaker: Social Media and Messaging your Consumers      |
| Thursday | November 27 | No Class – Thanksgiving   |
| Tuesday  | December 2  | 26. <b>MINI-ASSESSMENT #4</b>                                     |
| Thursday | December 4  | 27. Guest Speaker: Consumer Crisis Management                     |
| Tuesday  | December 9  | 28. Course Wrap up and Reflections                                |