



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

Class Period:

Section 001 – T/Th – 10:30 am 12:00 pm JMHH G55
Section 002 – T/Th – 1:30 pm 3:00 pm JMHH 360

GENERAL COURSE INFORMATION

Professor:	Americus Reed II
Office:	764 Jon M. Huntsman Hall
Email:	amreed@wharton.upenn.edu Web: http://americusreed.com/
Office Telephone:	215-898-0651
Office Hours:	Tuesday: 3:30 – 5:30pm Thursday: 3:30 – 5:00pm Or by Appointment
Emergency Telephone:	Provided in Class
Class TA:	Esther Uduehi
Web-site:	Info about *Canvas Website Provided in Class
Text(s):	No required Text Book—I will provide links to Podcasts and articles

THE COURSE IS DIVIDED INTO FOUR SECTIONS

(STPM) 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*

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.”

This course is built around the mantra of “learning by doing.” I don’t believe in the concept of mid-term and final exams, tests or quizzes. So I won’t waste your time cramming useless information into short term memory for the ultimate purpose of a one-day core dump. Rather, the approach that I have adopted is to create a structure (STPM), and within that structure, iterate from theory to practice. And apply the concepts to the real world.

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
CLASS PARTICIPATION		50 Points
<u>Attendance and Contributions to Class discussion</u>	50	
<u>Class Exercises</u>		35 Points
Pre-Class Questionnaire	5	
Windows Phone Case	10	
FlavaNaturals Live Case	10	
Memory Exercise	5	
Post Class Questionnaire	5	
* <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>		30 Points
*Lab #1	10	
*Lab #2	10	
*Lab #3	10	
*Lab #4	10	
(±) GROUP PROJECT		30 Points
Power Point Slide Deck	30	
TOTAL:		170 Points

(±) Students will learn HOW TO address each area using a specific managerial framework and an analytical tool. Cumulative learning will be applied to a Group Project Analysis that touches on one or more of the areas of (STPM) for a specific company.

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 along with help from the course TA 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 in and out of class. **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.**

Class Exercises: Throughout the semester, as part of class engagement and class demonstrations, you will be asked to complete class exercises and cases. These range from simple very short questionnaires that demonstrate concepts in class, to online exercises that bring concepts alive to case write ups that will involve responding to case questions with data I provide to you for you to analyze.

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

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.***

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 collaborate 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.



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

Class Period:

Section 001 – T/Th –10:30 am 12:00 pm JMHH G55
 Section 002 – T/Th – 1:30 pm 3:00 pm JMHH 360

Day	Date	Topic	Podcast(s) & Articles Prior to class
Thursday	January 17	Introduction to the course—set expectations	Listen to this Podcast
		PART I: Segmentation—Building a Customer Profile	Podcast(s) & Articles Prior to class
Tuesday	January 22	Introduction to the Group Project (*)	Listen to this Podcast
Thursday	January 24	Demographic Segmentation	Read this article and listen to Podcast in it
Tuesday	January 29	Lab Day One: ANALYTICAL TOOL analyze demographic segments	(*) Meet in JMHH 375
Thursday	January 31	Consumer Identity and the Self-Concept	Watch this TedxPenn Talk
Tuesday	February 5	Psychographic Segmentation	Listen to this Podcast and read this other article
Thursday	February 7	Lab Day Two: ANALYTICAL TOOL analyze psychographic segments	(*) Meet in JMHH 375
Tuesday	February 12	Guest Speaker: Brand Relevancy	Listen to this Podcast
		PART II: Targeting—Gathering Information about your segment(s)	Podcast(s) & Articles Prior to class
Thursday	February 14	Measuring your Customer’s Attitudes	Watch this video presentation
Tuesday	February 19	Lab Day Three: ANALYTICAL TOOL to refine targeting strategy	(*) Meet in JMHH 375
Thursday	February 21	FlavaNaturals Live Case Study	Listen to this Podcast
Tuesday	February 26	Guest Speaker: Qualitative Insight Building	Read this article and listen to Podcast in it
Thursday	February 28	Midterm Progress Report	
Tuesday	March 5	NO Class – Spring Break	



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

Class Period:

Section 001 – T/Th – 10:30 am 12:00 pm JMHH G55
Section 002 – T/Th – 1:30 pm 3:00 pm JMHH 360

		PART III: Positioning—Putting Product into Consumer Minds	Podcast(s) & Articles Prior to class
Thursday	March 7	NO Class – Spring Break	
Tuesday	March 12	Exposure, Perception and Attention	Read this article and listen to Podcast. Read this article
Thursday	March 14	Creating the right positioning message (*) LIVE CASE	(*) Bring Cell Phone to class this day!
Tuesday	March 19	Lab Day Four: ANALYTICAL TOOL to test levels of reactions	(*) Meet in JMHH 375
Thursday	March 21	Putting it all together: AT#1 AT#2 AT#3 AT#4 (Review)	Print out all lab assignments bring to class
Tuesday	March 26	Memory and Retrieval	Read this article and listen to the Podcast in it
Thursday	March 28	Guest Speaker: Memory and Loyalty in the airline industry	Listen to this Podcast

		PART IV: Messaging—Talking to your Customers	Podcast(s) & Articles Prior to class
Tuesday	April 2	Using Rational appeals to persuade consumers	Read this article
Thursday	April 4	Using Emotional appeals to persuade consumers	Read this article and listen to Podcast. Listen to this Podcast
Tuesday	April 9	Using Social Influence appeals to persuade consumers	Read this article and listen to Podcast
Thursday	April 11	Guest Speaker: Creating Word of Mouth	Listen to this Podcast
Tuesday	April 16	Windows Phone Case	
Thursday	April 18	Guest Speaker: Omni Channel Messaging	Listen to this Podcast
Tuesday	April 23	Developing Brand Purpose	Listen to this Podcast
Thursday	April 25	Guest Speaker: The Art of Crisis Management	Listen to this Podcast
Tuesday	April 30	Course Wrap up and Reflections	

(*) FINAL PRESENTATIONS: TBD