

Consumer Insights

MKTG560

Many management decisions require consumer insights. Yet, the quality of these decisions depends largely on the quality of the research from which these insights are drawn. Although some insights can be gained through existing (secondary) data, oftentimes novel insights require direct communication with consumers and controlled experiments gained through original research. As such, understanding the techniques of research design, data collection, and data analysis occupy an important space in the work of a marketing manager.

Spring 2020
Mondays
6:00-9:30pm

This course focuses on helping managers recognize the role of systematic information gathering and analysis in making informed strategic marketing decisions. The course is relevant not only for those who wish to be a research supplier through research firms such as Nielsen or within research departments in industry or government, but is also aimed at the manager who is the ultimate user of research and the one responsible for determining the scope, direction and use of research activities.

"The aim of marketing is to know and understand the customer so well, the product or service sells itself."

Peter
Drucker

Objectives

By the end of the course, you should be able to:

- Determine what type of original research to conduct to answer marketing questions that cannot be answered through secondary data
- Develop and refine each stage in the research process
- Derive valid and reliable consumer insights from data
- Critique others' research and the strategic recommendations

Audience

The course content is applicable to fields within and outside of marketing, particularly for MBA students interested in:

- Advertising
- Brand Management
- Consulting
- Entrepreneurship
- New Product Development
- Pricing
- Product Management
- Research/Data Analytics

Course Content

The class will involve a combination of lecture, case discussions, and computer-based exercises. Concepts learned in the course will be applied through a quarter-long field project with a client of your choosing.