

Consumer Insights

Marketing 560

This course covers the art and science of market research. We will study qualitative and quantitative research strategies that generate new knowledge about consumers behavior, attitudes, and culture and enable managers to make more intelligent decisions. The course presents the research process from idea to action: formulating an appropriate research question, designing experiments, collecting and analyzing data, and presenting results. Students learn how to select and execute the right research, understand it, and apply it to high impact marketing problems faced by entrepreneurs and executives: customer segmentation, estimating market potential, forecasting demand, developing advertising and pricing policies, and designing and positioning new products.

Thursdays
6 - 9:30pm

Make more intelligent decisions by discovering new knowledge of how consumers think and act.

This course delves into the theory that underlies different research methodologies, hands-on practice with state-of-the-art analytical techniques, discussion of real-world cases, and the ethics of studying consumers. In addition to these traditional elements, we will directly engage with the most powerful disruptive force shaping market research today, artificial intelligence. Students will work with AI and explore its impact for developing deep consumer insights.

Market Research

Learn qualitative and quantitative research strategies for learning about consumers

End-to-End Analytics

Understand the theory and practice of gaining insights from experiments and data

Artificial Intelligence

Explore the implications of AI for accelerating and enhancing market research

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