

# MRKT 610: CUSTOMER INSIGHTS THROUGH RESEARCH

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<b>Instructor:</b>	<b>Dr. Kimberley Preiksaitis</b>
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Classes:	Monday 6:00 – 7:20 PM, Location Siena 317
Office Hours:	Monday 4:30 PM – 5:30 PM, or by appointment
	To book an appointment, please see my <a href="#">appointment calendar</a> ; please email for alternative arrangements.

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## COURSE DESCRIPTION

Customer insight is the foundation of marketing. In this course students will learn how to use quantitative and qualitative research methods to understand customer preference, attitudes, and behavior, ultimately using the findings to develop effective marketing strategies. The course will also introduce relevant consumer behavior theories to explain research findings.

The primary goal of this course is to enhance your understanding of consumer behavior and consumer research. The psychology of the consumer includes some intuitive and non-intuitive ideas about how consumers behave. These insights are particularly useful for strategy, brand positioning, and integrated marketing communication decisions. Our focus on learning research methodology is designed to help conduct and interpret consumer research. The ability to correctly interpret consumer research will be crucial to you as a manager making strategic recommendations. (Pre-Requisite: MRKT 550 or equivalent; ATTR: GEL, MBA)

This course is:

- (1) Marketing Concentration of the MBA (required)
- (2) MBA program (elective for non-Marketing concentration students)

## REQUIRED COURSE MATERIALS

1. Selected articles (available electronically via canvas)
2. Leadership reading materials (purchase independently after assignment in Week 1]
3. HBS materials for Week 4 (Purchase Link: <https://hbsp.harvard.edu/import/860049>)

## **LEADERSHIP READING MATERIALS**

These will be used for the class leadership assignments; while you will only have to be responsible for purchasing and reviewing one of these texts, I provide the full list for your further edification:

1. Small Data – Martin Lindstrom
2. The Data Detective – Tim Hartford
3. Marketing to Gen Z – Jeff Fromm & Angie Read
4. The Sum of Small Things – Elizabeth Currid-Halkett
5. Irresistible – Adam Alter
6. Everybody Lies – Seth Stephens-Davidowitz
7. Alchemy – Rory Sutherland
8. The Power of Moments – Chip and Dan Heath

## **SCHOOL OF BUSINESS MISSION AND LEARNING GOALS**

Mission: We offer a business education integrated with the liberal arts and rooted in the Franciscan values of inclusivity and service. Our AACSB accredited undergraduate and graduate programs develop versatile and socially responsible citizens with the skills to compassionately lead, serve, and succeed.

Vision: Organizations seek our graduates because we develop the whole person, prepared for a successful career and a life of passion and purpose.

## **SPECIFIC COURSE LEARNING GOALS**

As a result of active engagement of the learner (*i.e., keeping up to date with the reading, attending classes, asking/answering questions, participating in the various class activities, and approaching the class with a learning motivated disposition*) and active involvement with the individual and group projects, by the end of the semester the learner will be able to...

1. Apply research driven consumer insights to devise marketing strategies (including market segmentation, product positioning, product strategy, integrated marketing communications strategy, pricing strategy, channel strategy, service strategy).
2. Recognize and evaluate ethical dilemmas faced by marketers and demonstrate ability to respond appropriately.
3. Communicate orally and in writing using language appropriate to various business situations, for the purpose of motivating and influencing people and to achieve strategic objectives.
4. Demonstrate ability to monitor the marketing environment to become aware of the changing dynamics of a business situation.

## CLASS DELIVERY METHOD: HYBRID COURSE, IN-PERSON INSTRUCTION

This class is a hybrid class consisting of a weekly in-person session and weekly online (asynchronous) activities for individuals and groups.. All course materials will be provided via Canvas and all assignment submissions will be completed through Canvas. If you have any questions or concerns about the technology required for this class, please contact me as soon as possible ([kpreiksaitis@siena.edu](mailto:kpreiksaitis@siena.edu)).

As a hybrid class, you are required to attend the class sessions that meet in-person and to complete the online assignments by the specified deadlines. There is no option for remote attendance at the in-person sessions as you may have experienced during the past year because of COVID restrictions. Please pay attention to the attendance policy (below, in syllabus) which outlines policies that apply to absences. In addition, deadlines for assignments will be enforced.

Of note: ***There is a significant amount of reading in this course. It is crucial that you read this material prior to coming to class.*** I will begin class with the assumption that you have a basic understanding of the assigned reading. In some classes, we will talk in depth about the assigned readings whereas at other times we will not talk about them at all – they will serve as a supplement to the class discussions. The readings are intended to give you a background on the topic and/or to give a relevant example of how this topic has been examined. Assuming you come to class prepared and engaged. We should have an interesting and enjoyable learning experience.

## COURSE EVALUATION

The following is a breakdown of the market allocation this course uses.

Course Evaluation Overview	
Professionalism	20%
Class Leadership	15%
Skill Development Assignments	25%
Management Consumer Insights Project	40%
<i>Case Synopsis Report Document</i>	
<i>Management Meeting</i>	
<i>Consumer Insights Report Deck</i>	
<i>Consumer Insights Pecha Kucha Presentation</i>	
<b>Total</b>	<b>100%</b>

## GRADING

The following grading scheme will be used in this class:

Percentage	Letter	Description
43-100	A	Exceptional performance that exceeds the highest standards. The course content has been mastered, the ability to apply the material in new ways has been demonstrated, and an understanding of the wider context is evident, all to an exceptional degree.
90-93	A-	Excellent performance that meets very high standards. Mastery of the course material and ability to apply the material in new ways have been demonstrated.
87-89	B+	Very good performance that meets high standards. The course content has been mastered, with a comprehensive understanding of concepts and techniques.
84-86	B	Good comprehension of the course material. The expectations for the course have been met.
80-83	B-	Reasonably good comprehension of the course material. Most expectations for the course have been met.
77-79	C+	Acceptable comprehension of the course material, meeting and, in some cases exceeding, basic standards.
74-76	C	Generally acceptable comprehension of the course material, meeting basic standards.
70-73	C-	Minimally acceptable comprehension of the course material while falling short of basic standards in some areas.
<70	F	Minimum standards have not been met, credit has not been granted.

## COURSE POLICIES

### *ATTENDANCE POLICY*

Come to class, participate in class. When possible, please provide at least 24-hours notice of planned absences for religious observations, sports team commitments or business travel. In these authorized absences, you will be expected to review class materials and follow up with any questions or concerns with me directly. Medical quarantine is also considered an authorized absence. Please send me a notice of quarantine and dates in this circumstance. If I am quarantined, I will provide as much advance notice as possible and hold class at the assigned time on Zoom.

### *STUDENT FACE COVERINGS*

Masks are required for all unvaccinated individuals in this classroom. The instructor reserves the right to require masks at any time of any/all students, regardless of vaccination status.

### *LATE ASSIGNMENT POLICY*

Unless otherwise specified by the instructor in written communication, all assignments are due at the time stated on Canvas. Providing assignments after the deadline will incur a penalty of 10% for each 24-hour period that elapses from the stated deadline. For example, if the deadline is January 1

at 12PM, anything provided between 12:01PM on January 2 and 11:59AM on January 3 would incur a 20% deduction.

Exceptions may be made for foreseeable or extenuating circumstances (e.g., athletic absences, death in immediate family, personal emergency). In such cases, you must provide me with appropriate documentation.

#### *E-MAIL RESPONSES & COMMUNICATION WITH INSTRUCTOR*

All emails that are sent to the instructor Monday-Friday that require a response will be returned within 24 hours.

#### *TECHNOLOGY POLICY*

We live in a connected world, however, please make class time a phone/text/email-free time. Cell phones should be turned off during class, or better yet, left at home. Studies show that the mere presence of your phone in your workspace can reduce your ability to concentrate – thus, I encourage you to ensure that you are not distracted by your phone and that it is not present during class times. Laptops are welcome to be used, however, please refrain from engaging in distracting activities or deviating from your lecture notes. Laptops can be a helpful tool for finding relevant information as it is discussed in class, and I do encourage you to do this, where appropriate to support your learning.

There will be specific in-class activities that will require a laptop, however, I reserve the right to ask you to lower your screens to better engage in a group discussion without the distractions of technology.

#### *AUDIO/VIDEO TAPING*

Classes may not be taped or recorded without my prior approval.

#### *EMERGENCY PREPAREDNESS*

Take your text and a copy of the syllabus home with you in the event of a college closure. Continue with readings and assignments according to the course schedule; some assignments may be posted on Blackboard or sent to you via e-mail. If possible, online office hours will be established. Information regarding the status of the College's status and reopening schedule may be monitored on the Siena website, [www.siena.edu](http://www.siena.edu).

## **ACCOMMODATIONS**

In compliance with the Americans with Disabilities Act and with Section 504 of the Rehabilitation Act, Siena College is committed to ensuring educational access and accommodations for all its registered students.

I request that any student with a documented disability needing academic adjustments or accommodations speak with me during the first two weeks of class. All discussions will remain

confidential. Students with disabilities should also contact the Office of Accessibility, located in Foy Hall Room 109.

Complaints about services provided or not provided may be brought to the attention of Public Safety at (518) 783-2376 or Ms. Lois Goland, JD, Title IX Coordinator and Equal Opportunity Specialist. Ms. Goland is located in Room 235 of the Sarazen Student Union. Her phone number is (518) 782-6673.

## **ACADEMIC INTEGRITY POLICY**

Student-teacher relationships are built on trust. Any student found violating this trust undermines the educational process and is subject to disciplinary action.

The concept of academic integrity lies at the very heart of any college. This is particularly true at Siena with its strong Franciscan tradition and its dedication to fostering sound moral growth. In such an environment, academic dishonesty cannot be tolerated. Students who commit such acts expose themselves to punishments as severe as dishonorable dismissal from the college. Academic dishonesty can take different forms, including, but not limited to, cheating (dishonesty in a test situation), plagiarism (dishonesty in the presentation of materials in a paper or report), and computer abuse. In any situation in which a student is unsure of what constitutes academic dishonesty, it is the student's responsibility to raise the question with his or her instructor. It is also the student's responsibility to be familiar with the student guidelines on academic honesty, "Academic Integrity and the Siena Student." Alleging ignorance of what constitutes academic dishonesty or of the College's policy on the subject will not be considered a valid explanation or excuse.

The Siena Committee on Academic Integrity hears cases of alleged academic dishonesty. This student/faculty committee reviews evidence for and against the accused. If the student is found guilty, the committee will determine the appropriate sanction(s), which may include failure of the course, suspension from the College, or permanent dismissal. A statement of the reasons for such sanctions will be placed in the student's file. Alleging ignorance of what constitutes dishonesty or of the College's policy on the subject will not be considered a valid explanation or excuse.

Although it is presumed that students adhere to all academic integrity guidelines, instructors are to institute specific measures to assure compliance. All submissions will be screened for plagiarism and other violations of academic integrity.