AUDIENCE AND CONSUMER INSIGHTS

GRADO EN COMUNICACIÓN Y MEDIOS DIGITALES
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Academic year: 18-19
Degree course: THIRD
Semester: 2º
Category: COMPULSORY
Number of credits: 6.0
Language: English

PREREQUISITES

SUBJECT DESCRIPTION
The study of audiences and the consumers lies at the very genesis of Communications and Marketing as an academic discipline. It is, therefore, an essential element of day-to-day operations for professionals in the field of Communications, Marketing and Consumer Insights.

Consumer's insights is an applied social science that draws on theories and concepts of Psychology, sociology, anthropology, economics and statistics. Organizations that market products and services often study consumer insights to improve business performance through customer-focused strategies.

OBJECTIVES AND SKILLS
This course introduces students to audience and Consumer Insight. Students will fully understand and contextualize the role of knowing your market and your consumer for taking evidence-based decisions in management. This course will introduce flipped classroom pedagogy so students will work in class to take action with in-class hands-on projects.

METHODOLOGY

<table>
<thead>
<tr>
<th>Teaching methodology</th>
<th>Weighting</th>
<th>Estimated time a student should dedicate to prepare for and participate in</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>21.34 %</td>
<td>32 hours</td>
</tr>
<tr>
<td>Discussions</td>
<td>9.34 %</td>
<td>14 hours</td>
</tr>
<tr>
<td>Exercises</td>
<td>0.0 %</td>
<td>0 hours</td>
</tr>
<tr>
<td>Group work</td>
<td>27.34 %</td>
<td>41 hours</td>
</tr>
<tr>
<td>Other individual studying</td>
<td>25.34 %</td>
<td>38 hours</td>
</tr>
<tr>
<td>TOTAL</td>
<td>83.37 %</td>
<td>150 hours</td>
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1 | 11/06/2018
General structure of the course

The Syllabus for Audience and Consumer insights will be structured around three key building blocks:

Part I: Overview: the objective of this part of the course focused towards understanding the audience and the Consumption Process using a relevant Framework, including how to carry out essential Analyses for Consumer Insights Strategy.

Part II: Knowing the Market and the Consumers: the key objective will be to learn how to leverage the consumer's voice in business, using the appropriate tools e.g. Consumer Insights, Marketing Research and essentials of Consumer Behaviour.


PART I: OVERVIEW

PART I will consist of four sessions. During these four sessions students will be provided with a solid understanding regarding the structure of this course and the basis for understanding the Consumption process and the place within the marketing strategy of a company.

SESSIONS 1 - 2

Introduction, expectations, objectives and walk-through the syllabus.

The concept of audience.

The Secret Clooney Commercial that shocked Nespresso.

SESSIONS 3 - 4

Business Situation Analysis. Where is my audience?

Learning Objectives:
- Learn the key components of the Marketing Environment
- Establish the bases for a Winning Plan: Internal and External Analyses, Consumer Understanding, Brand Audit, Execution and Measurement
- Introduce key tools for analysis: SWOT, PEST, 5C’s / 7C’s

P.C.: LULULEMON ATHLETICA (KE1010-PDF-ENG)

Compulsory Reading:
PART II: KNOWING THE MARKET AND THE CONSUMERS

PART II will consist of 10 sessions. During these ten sessions students will be introduced into the general concepts of Market Research / Consumer Insights and Consumer Behaviour.

Sessions 5 – 9: CONSUMER INSIGHTS / MARKET RESEARCH IN MARKETING STRATEGY
- Understand the need of using consumer insights
- Learn Consumer Insights Data Gathering Techniques (CIDGT) and understand the advantages and disadvantages of each method
- Learn how to apply these to real Business Issues.

Sessions 10 - 14: CONSUMER BEHAVIOUR IN MARKETING STRATEGY
- Learn about relevant theories and research in consumer behaviour
- Apply consumer behavior research for developing and evaluating marketing strategies
- Transforming consumer knowledge into Action

SESSIONS 5 - 6
Managing Marketing information to gain consumer insights


SESSIONS 7 - 8
Gathering quantitative data for consumer insights
Consumer panels

SESSIONS 9 - 10
Gathering qualitative data for consumer insights

SESSIONS 11 - 12
Consumer Decision Making Process
Consumer as Individual: Perception and Attention. Persuasion (Attitudes, Judgement)
Consumer motivations and Personality
The influence of Culture on Consumer Behavior

SESSIONS 13 - 14 (LABORATORY)

Multimedia Case Study

M.D.: Fabric Softeners. Increasing revenue through category development (MK1-157-I-M)

SESSIONS 15 - 16

MID TERM EXAM

The Mid-term Exam is designed to provide, both the student and the professor, an idea of the level of understanding of the materials covered up to that session. Details of the mid-term exam (format, duration etc.) will be specified during Session 1.

Punctuality on the day of the Mid-Term exam is compulsory. Once the door is closed, no student will be allowed in.

PART III: setting the strategy

This part will consist of 6 sessions. During these six sessions students will learn the main components of Positioning and the tools to reach adequate positioning in our consumer’s minds

SESSIONS 17 - 18

Principles of Segmentation & Targeting for Positioning


SESSIONS 19 - 20
Consumer-Based Categories: defining the Frame of Reference


**SESSIONS 21 - 22**

The Value Proposition: Positioning Statements, Perceptual Mapping
Defining the Points of Parity and the Points of Difference
Drafting the Value Proposition

**SESSIONS 23 - 24**

Corporate visit
Field trip

**SESSIONS 25 - 26**

Review of Consumer Insights final project presentations
Q&A

**SESSIONS 27 - 28 (LABORATORY)**

Final Project Presentations
This is the main project for this course and a very important part of the course. Presentations constitute an oral exam and attendance is compulsory. Presentations need to be sent over email to the Professor the evening previous to the presentation (exact date and time TBC during the introduction of the project).

**SESSIONS 29 - 30 (LABORATORY)**

Final Exam
The final exam will cover all topics discussed during the entire course. Punctuality is compulsory. No student will be allowed into the room once the door is closed.
EVALUATION CRITERIA

Your final grade in the course will be based on both individual and group work. The evaluation is based on:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
<th>Comments</th>
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</thead>
<tbody>
<tr>
<td>Final Exam</td>
<td>25 %</td>
<td></td>
</tr>
<tr>
<td>Group Presentation</td>
<td>40 %</td>
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<tr>
<td>Intermediate Tests</td>
<td>15 %</td>
<td>Mid-Term Exam</td>
</tr>
<tr>
<td>Class Participation &amp; Portfolio</td>
<td>20 %</td>
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IMPORTANT INFORMATION REGARDING GRADING ELEMENTS

A. CLASS PARTICIPATION & PORTFOLIO (20%)

Please note that this part of the evaluation includes your attendance, how much you participate in the discussion in class, and assignment completion. If you do not attend, for whatever reason, you are forfeiting the opportunity to obtain the participation credit allotted to that session. If you miss more than 8 sessions your maximum participation grade will be a 5 out of 10.

Note that if you miss the class, regardless of the cause for the absence, you will automatically be forfeited the opportunity to earn participation credit allocated for that session.

Main criteria for evaluating Class Participation are as follows:

- Depth and Quality of Contribution: The quality of your comment in terms of depth of insight, rigorous use of case evidence, consistency of argument, and realism will be highly appreciated.

- Moving Your Peers’ Understanding Forward: Along with the content, the way of conveying your ideas will also be considered. Your way of presentation should be concise and clear, accompanied by a spirit of involvement in the discussion at hand. You will have multiple chances to present, therefore your improvement along the way will be noted.

- Frequency: It is encouraged that you participate as much as you can, but this does not mean you should speak for the sake of reaching some critical number. Beyond certain threshold, the quality of your comment is more important.

Recall that listening carefully is as important a component of participation as speaking. Please be aware of your own style of participation: if you find it difficult to speak up in class, push yourself to do so. If you realize you tend to dominate discussions, make a point of listening to others. Your participation grade at the end of the semester will be based cumulatively on your contributions over the course of the semester.

Participation is graded using the criteria below, which are adapted from:
http://trc.virginia.edu/Publications/Teaching_Concerns/Spring_1996/TC_Spring_1996_Maznevski.ht
The average level of participation usually satisfies the criteria for a “7”, which would correspond to a “B”.

- Grade 0-4.9 Criteria: When present, not disruptive. Tries to respond when called on but does not offer much. Demonstrates very infrequent involvement in discussion.
- Grade 5.0-6.9 Criteria: Demonstrates adequate preparation: knows basic reading facts, but does not show evidence of trying to interpret or analyze them. Offers straightforward information (e.g., straight from the reading), without elaboration or very infrequently (perhaps once a class). Does not offer to contribute to discussion, but contributes to a moderate degree when called on. Demonstrates sporadic involvement.
- Grade 7-8.9 Criteria: Demonstrates good preparation: knows reading facts well, has thought through implications of them. Offers interpretations and analysis of reading material (more than just facts) to class. Contributes well to discussion in an ongoing way: responds thoughtfully to other students’ points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion. Demonstrates consistent ongoing involvement.
- Grade 9.0-10.0 Criteria: Demonstrates excellent preparation: has analyzed readings exceptionally well, relating it to other material (e.g., other readings, course material, discussions, experiences, etc.). Offers analysis, synthesis, and evaluation of class material (e.g., puts together pieces of the discussion to develop new approaches that take the class further). Contributes in a very significant way to ongoing discussion: keeps analysis focused, responds very thoughtfully to other students’ comments, contributes to cooperative argument-building, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc. Demonstrates ongoing very active involvement.

The professor will lay the ground rules for participation during Session 1 and will provide a mid-term “grade” after the mid-term exam.

During class time, students will ask to develop some formative activities to gain conceptual understanding of the class lessons. These activities will conform your student's class portfolio.

**B. EXAMS (40%)**

**B.1. MID-TERM EXAM (15%)**

The Mid-term Exam is designed to provide, both the student and the professor, an idea of the level of understanding of the materials covered up to that session. Details of the mid-term exam will be specified by your teacher during Session 1. The exam will take place during Sessions 15-16. 

**Re-grade requests have to be submitted in writing explaining why you believe that your answer, as written, was incorrectly graded.**

Please note that when you ask for a re-grade, since this considers again the whole exam, the final grade may be increased as well as decreased.

**B.2 FINAL EXAM (25%)**

The final exam will cover all topics discussed during the entire course. **The Final Exam is compulsory.**

**Re-grade requests have to be submitted in writing explaining why you believe that your answer, as written, was incorrectly graded.**

Please note that when you ask for a re-grade, since this considers again the whole exam, the final grade may be increased as well as decreased.

**C. CONSUMER INSIGHTS PLAN PROJECT (40%)**

This is the main project for this course and a very important part of the course. Presentations constitute an oral exam and attendance is compulsory. Only justified absences will be accepted. Delivery of the project will consist of two formal documents which, together, work as a complete Consumer Insights’ Plan - exact project TBC.

The two documents will be:
A 10-15 word document to include all elements of the course.
A ppt/keynote presentation of about 10 slides that will serve as visual support to the concepts outlined in the word document. This document will be the presentation document for Sessions 27-28.

Detailed instructions about the project will be provided in class so the rules of the game are clear from the beginning. All grading elements will be clearly outlined.

PROFESSOR BIO

Professor: MARIA PAZ MENENDEZ ESCANDON
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Maria Paz currently works as Regional Manager at the International Baccalaureate (IB) at its Africa, Europe and Middle East Global Centre located in The Hague, The Netherlands. Previously she was Senior Advisor for Development, Marketing and Communications in the IB Foundation Headquarter in Geneva, Switzerland. Maripé has also been Director of Marketing and Communications at Legg Mason-Vetusta in Geneva, Managing Director of the IE Fund in New York, U.S.A., Director of Communications at IE Business School in Madrid and Deputy Director of Communications at Yves Saint Laurent Madrid, Spain.

Prof. Menéndez is a Ph D. Candidate at Universidad Autónoma of Madrid. She holds an International M.B.A. from IE Business School (Madrid, Spain), a Masters of Research in Educational and Social Research from The Institute of Education at the University of London - UCL (U.K.), a Bachelor's Degree in Economics and Business Administration from the University of Oviedo (Oviedo, Spain) and has attended several executive programs in Board of Directors Management at Harvard Business School (Boston, U.S.A.).

Maripé Menéndez is engaged with several research activities as a member of the GIPES Research group at Autónoma University of Madrid, Spain. She has written several articles in peer-review journals and has presented research papers at several conferences. She is a member of the Spanish Society of Pedagogy.

Office hours under appointment: mpmenendez@faculty.ie.edu

OTHER INFORMATION
USE OF ELECTRONIC DEVICES IN CLASS
This subject does not require the use of a laptop / tablets except in cases when students take notes. I will take note of which students do so and follow up closely.
- Laptops / tablets will be used to spark certain discussions, and are thus necessary for some sessions but the use will be controlled. Students who take notes on their laptops should inform the Professor at the beginning of the course.
- There is no need for laptops outside these two instances (specific class work and/or note taking). Any other use which is not strictly academic is forbidden and may result on class expulsion of the individual using the laptop.
- Use of any other mobile device (mobile phones) is strictly forbidden (as per Code of Conduct, read below). Mobile devices should be put on Airplane Mode during class and its use will result on immediate expulsion from the class.
RE-SIT / RE-TAKE POLICY
Each student has 4 chances to pass any given course distributed over two consecutive academic years: ordinary call exams and extraordinary call exams (re-sits) in June/July.
Students who do not comply with the 70% attendance rule during the semester will fail both calls for this Academic Year (ordinary and extraordinary) and have to re-take the course (i.e., re-enroll) in the next Academic Year.
Evaluation criteria will be subject to the following rules:

- Students failing the course in the ordinary call (during the semester) will have to re-sit the exam in June / July (except those not complying with the attendance rule, who will not have that opportunity and must directly re-enroll in the course on the next Academic Year).
- The extraordinary call exams in June / July (re-sits) require your physical presence at the campus you are enrolled in (Segovia or Madrid). There is no possibility to change the date, location or format of any exam, under any circumstances. Dates and location of the June / July re-sit exams will be posted in advance. Please take this into consideration when planning your summer.
- The June / July re-sit exam will consist of a comprehensive exam. Your final grade for the course will depend on the performance in this exam only; continuous evaluation over the semester will not be taken into consideration. Students will have to achieve the minimum passing grade of 5 and the maximum grade will be capped at 8.0 (out of 10.0) – i.e., “notable” in the in the re-sit exam.
- Re-takers: Students who failed the subject on a previous Academic Year and are now re-enrolled as re-takers in a course will need to check the syllabus of the assigned professor, as well as contact the professor individually, regarding the specific evaluation criteria for them as re-takers in the course during that semester (ordinary call of that Academic Year). The maximum grade that may be obtained in the retake exam (3rd call) is 10.0 (out of 10.0).

After ordinary and extraordinary call exams are graded by the professor, you will have a possibility to attend a review session for that exam and course grade. Please be available to attend the session in order to clarify any concerns you might have regarding your exam. Your professor will inform you about the time and place of the review session.

- Students failing more than 18 ECTS credits after the June-July re-sits will be asked to leave the Program. Please, make sure to prepare yourself well for the exams in order to pass your failed subjects.
- In case you decide to skip the opportunity to re-sit for an exam during the June / July extraordinary call, you will need to enroll in that course again for the next Academic Year as a re-taker and pay the corresponding extra cost. As you know, students have a total of 4 allowed calls to pass a given subject or course, in order to remain in the program.

CODE OF CONDUCT IN CLASS

1. **Be on time**: Students arriving more than 5 minutes late will be marked as “Absent”.
Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor).
2. **If applicable, bring your name card and strictly follow the seating chart.** It helps faculty members and fellow students learn your names.

3. **Do not leave the room during the lecture:** Students are not allowed to leave the room during lectures. If a student leaves the room during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as “Absent”.

Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).

4. **Do not engage in side conversation.** As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. If you do not want to ask it during the lecture, feel free to approach your teacher after class.

If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as “Absent”.

5. **Use your laptop for course-related purposes only.** The use of laptops during lectures must be authorized by the professor. The use of Social Media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as “Absent”.

6. **No cellular phones:** IE University implements a “Phone-free Classroom” policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.

7. **Escalation policy: 1/3/5.** Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as “Absent.” IE University implements an “escalation policy”: The first time a student is asked to leave the room for disciplinary reasons (as per items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.