

DSMBA 602: Market Insight Studio Spring 2009 (6 Credits)

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Course Summary:

This course is designed to teach both graduate and undergraduate design and business students, either separately or together, the principles of sustainable product and service development. It has been taught successfully at the graduate level in the following programs:

- **MBA in Design Strategy**, California College of the Arts, San Francisco, CA, www.designmba.org

This syllabus is designed to be a complete teaching module for instructors and includes the following pieces:

Syllabus and teaching materials: www.nathan.com/thoughts/MIS

- Syllabus (in PDF and Word)
- Presentation 1 (in PDF and PowerPoint)
- Presentation 2 (in PDF and PowerPoint)
- Project 1 Presentation Evaluation Criteria (in PDF and Word)
- Customer Research Presentation Evaluation Criteria (in PDF and Word)
- Final Project Presentation Evaluation Criteria (in PDF and Word)
- Project Team Survey (in PDF and Word)

Instructor Notes:

To use this course, simply delete the preface pages (with text in orange), make any modifications you would like to the course syllabus, add weekly due dates for the semester taught, fill-in the contact information for the instructors, and print or save to distribute to students.

This course has been structured for a 1

DSMBA 602: Market Insight Studio Spring 2009 (6 Credits)

Instructor: <your name here>

Email: <your email address here>

Phone: <your phone number here>

Course Description:

Marketing is at the heart of strategy; it functions as the link between society's needs and the patterns of organizational response. [1]

“Marketing,” like many business terms, has followed a trajectory from revolutionary concept... to prestigious discipline... and finally to a ubiquitous set of formulaic practices. This course seeks to re-visit, and re-imagine, marketing as a discipline rooted in and devoted to meeting the needs of people.

The purpose of the course is to introduce and apply a systematic framework for understanding and developing marketing strategy, with a particular focus on the process of uncovering and acting on people's needs.

Course topics include: basic marketing theory, target markets and segmentation, marketing systems, consumer attitudes, consumer research techniques and objectives, branding/positioning, marketing channels, the marketing environment, the marketing mix, social marketing, cause marketing and green marketing. Learners will also explore the implications of emerging marketing practice for sustainability.

¹ Philip Kotler, Kellogg School of Management

Course Objectives and Learning Outcomes

This course is intended to provide you with the basic conceptual framework needed to practice marketing, with a particular focus on unearthing and acting on the higher level benefits people seek from experiences. The course focuses primarily on an in-depth analysis and application of a variety of concepts, theories, facts, analytical procedures, techniques, and models.

It builds on previous MBA course work and is structured around three interconnected dimensions: *Marketing Fundamentals*, *Insights to Drive Strategic Choices*, and *Strategy Development*.

In this course we explore the following integral questions:

- What do people want from life, and how can/does that relate to business practices?
- How does “marketing” relate to other business practices, such as sales, advertising, product innovation and design?
- What are the conceptual tools most useful for acting as marketers?
- How do current models of marketing relate to individuals, users, companies, groups, society and the environment?
- What are the practices used to develop and organize marketing efforts?
- How do we figure out what people truly want, and then profitably deliver it to them?
- How can marketing be used to identify and create new markets for innovative and sustainable products and services?

To ensure that students have a solid foundation in the fundamentals, students engage in semester-long individual and group projects. This provides students with the opportunity to apply marketing planning and decision-making skills.

Learning Outcomes of the Class

Methods: Critical Analysis

Students will learn to analyze marketing strategies from a variety of perspectives and attain a beginning level of comfort with them.

Methods: Professional Development

Students will use and test professional communication and group management skills within the context of a team project. All students will

take part in preparing reports and other deliverables to a professional level, in both structure and content, as well as participate in all presentations (even for group projects). Students will receive feedback on their presentation skills as well as the content of their presentations.

Skills: Research

Class projects will involve the development of innovative research skills to find difficult and often rare, relevant data with which to make assessments as well as develop new solutions. These skills will apply to customers and marketing strategies, and should provide considerable food for thought when engaged in design activities outside this particular studio.

Skills: Collaboration

Most of the projects in this class will be team-based, requiring extensive interaction in accommodating various personality differences and communication style as well as in conceiving or new solutions and presenting them to a wider audience. Team assessments will be used to quantify and qualify team issues throughout the class. Emphasis will be placed on team interaction and individual contribution over the final project solutions themselves.

Skills: Discipline-Specific Techniques

Sustainability is a new and quickly evolving domain, requiring up-to-date understanding of frameworks and assessment techniques. These will be demonstrated in the course readings and engaged in the course assignments.

Understanding Cultural Diversity

The essence of marketing is a sensitivity to and a creative response to the wide variety of evolving cultures that are represented in “the market.” The course provides a wide range of conceptual tools for better understanding their natures and how to respond to them.

Understanding: Meaning and Value Creation

Project solutions will be judged not only on their sustainable assessments but also on their realistic delivery of value and meaning to their intended customers and audiences.

Skills: Creativity and Critical Thinking

All of the projects in this class will require innovative and critical skills to make evaluations, find sources of information, prioritize deliverables and criteria, and frame solutions to meet these criteria.

Assignments

The basics

From the outset, the course is designed to move rapidly from theory to practice. There will be various individual and group assignments throughout the semester, culminating in group work leading to a comprehensive marketing strategy designed to meet some human need. The group project allows students to create something “real world” and reinforces the core competency of working collaboratively, managing team strengths and weaknesses.

All group project deliverables are to be completed as a team. These are listed as “Assignments 2 and 5” below. Please deliver all group assignments according to the following format:

- Maintain a history of your project deliverables and development in your group’s area on Moodle (to be established when projects are decided). You should save formal project deliverables as well as interim documents on Moodle.
- Be concise. Assignments should be 2-5 pages in length, when possible. The exception to this guideline is the research write-ups, which may require more detailed explanations.
- ***With each project deliverable, please provide a short (less than one page) description of the process your group adopted in completing the assignment and reflections on its effectiveness.*** You should also comment on any lessons learned related to team dynamics or project management.

Potential Categories for projects in this course (though these are not exclusive):

- Consumer products and services:
 - Textiles and clothing
 - Food
 - Healthcare
 - Entertainment/media

- Travel
- Information services
- Electronic products
- Social needs:
 - Ending domestic abuse
 - Improving nutritional practices
 - Adopting “safer sex” practices
 - Etc.

Working with Your Team

It’s likely that, for most of you, this will be your first experience developing an experiential marketing strategy, specifically in a collaborative, cross-functional team. While you’ve developed papers, reports, and presentations before, developing a comprehensive marketing strategy is significantly more challenging. Part of the learning in this course is to assess patterns of cooperation and team dynamics and to reflect on both the behavioral and organizational challenges your team faces. While teams vary from semester to semester, we find that good organizational practices always benefit the entire team. Here are a few suggestions:

1. Commit to a regular meeting time.
2. Use the provided team Moodle space to communicate with your team and store notes and documents.
3. Work together, not separately. As you know, true teamwork, unlike group work, cannot simply be split up and stapled together when you next meet. There are many decisions you must make as a team.
4. Use your mission statement to create a shared vision among the team members that will allow you to stay focused and on target.
5. Have fun!

Evaluation and Grading

Marketing Insights Studio is a 6-credit course. Students can expect to spend approximately 6-8 hours a week on average in completing assignments in reading, group projects, and online discussion and interaction.

The grading range for the course is A-F, with weighting as follows:

Individual Classroom Participation &	20 pts. 20%
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Attendance		
Individual Online Participation	10 pts.	10%
Project 1	15 pts.	15%
Project 2	25 pts.	25%
Project 3	3 pts.	3%
Project 4	2 pts.	2%
Project 5	25 pts.	25%
	100 pts.	100%

Academic Integrity: We encourage full group and class collaboration on all aspects of this course. We do expect that all team members will contribute substantially to the project efforts, although some students will choose to devote themselves to the projects beyond what is required for the course. Students will be asked to critique and contribute to the projects of others in the class in a cooperative, supportive environment, and will be asked to submit critiques of their own group and group members during the course of the semester. However, individual assignments are to be done individually, in the own words of the student. Work that has been shown to be copied from elsewhere will be disqualified and automatically result in a failing grade. Late assignments will be deducted 5% for each day late.

Final grades will be given according to the following scale:

95 – 100%	A
90 – 94%	A-
87 – 89%	B+
84 – 86%	B
80 – 83%	B-
77 – 79%	C+
74 – 76%	C
70 – 73%	C-
67 – 69%	D+
64 – 66%	D
60 – 63%	D-
< 60%	F

Required Texts and Materials

Making Meaning, Steve Diller and Nathan Shedroff, New Riders. ISBN 0321374096
<http://www.amazon.com/Making-Meaning-Successful-Businesses-Experiences/dp/0321374096>

Marketing Management, twelfth edition, by Phillip Kotler and Kevin Lane Keller, Prentice Hall,

ISBN-13: 978-0131457577

<http://www.amazon.com/Marketing-Management-12th/dp/0131457578>

Design Research, by Brenda Laurel, MIT Press, ISBN 0262122634

<http://www.amazon.com/Design-Research-Perspectives-Brenda-Laurel/dp/0262122634>

Social Marketing: Improving the Quality of Life, second edition, by Philip Kotler, Ned Roberto, and Nancy Lee, Thousand Oaks: Sage Publications, ISBN-13: 978-0761924340

<http://www.amazon.com/Social-Marketing-Improving-Quality-Life/dp/0761924345>

Sustainable Marketing: Managerial-Ecological Issues by Donald Fuller, Sage Publications, ISBN-13: 978-0761912187

<http://www.amazon.com/Sustainable-Marketing-Managerial-Ecological-Issues/dp/0761912185>

Marketing Plans: How to Prepare Them, How to Use Them, fifth edition, Malcom McDonald, Butterworth Heinemann, ISBN: 978-0750683869

<http://www.amazon.com/Marketing-Plans-Sixth-prepare-them/dp/0750683864>

Course Agenda and Weekly Theme outline

Section 1: Marketing Fundamentals

Week 1: The Nature of Desire

Lecture: Understanding Desire

Studio Activity: Exploring desire in its many forms, some basic marketing concepts

Readings: *Marketing Management*, Chapter 1, *Making Meaning*, Chapters 1-6

Assignment: Assignment 1- Choose an experience to evoke in a particular product category and upload it.

Week 2: Basic Marketing Concepts

Readings: *Marketing Plans*, Chapters 1-3

Assignment: Assignment 1- Outline a plan for the experience you've chosen

Week 3: Basic Marketing Planning

Readings: *Marketing Management*, Chapter 2, *Marketing Plans*, Chapter 6

Assignment: Assignment 1- Sketch an experiential strategy

Week 4: Fundamental Marketing Strategy

Readings: *Marketing Management*, Chapters 6-8

Studio Activities: (Group) Assignment 2- Choose an Experience to Market, Planning and Beginning Research, Develop a basic plan for conducting research. Begin to conduct secondary research.

Section 2: Insights to Drive Strategic Choices

Week 5: Deep Diving- Collecting Insights

Lecture: Market Research Techniques

Reading: Design Research- Section 1, and pp. 155-163

Assignment: (Group) Assignment 2- Turn in results of secondary research, turn in a basic plan for conducting qualitative research, turn in questionnaire

Week 6: Design/Qualitative Research

Reading: Research report hand-outs

Assignment: (Group) Assignment 2- Field your study and develop core findings

Week 7: Fieldwork

Reading: Sustainable Marketing (Fuller)

Assignment: Assignment 3- Turn in **individual** brief write-up on the reading's relevance to your offering

Week 8: Designing the Solution I

Assignment: (Group) Assignment 2- Turn in what you've learned from research and its implications

Section 3: Strategy Development

Week 9: Analysis

Lecture: The Process of Analysis

Studio Activity: Explore the ramifications of research findings to marketing strategy

Week 10: Design the Solution II

Reading: Social Marketing

Assignments: Assignment 4- Turn in **individual** brief write-up on the reading's relevance for your offering. (Group) Assignment 5- prepare for positioning your offering

Week 11: Positioning Your Offering

Lecture: Ideating breakthrough positioning

Reading: Marketing Management, Chapters 9-10, handout

Studio Activity: Positioning your Offerings

Week 12: Thinking Through Your Plan- Communications

Reading: Marketing Planning, Chapters 7-8

Assignment: (Group) Assignment 5- Start writing your plan

Week 13: Thinking Through Your Plan- Pricing and Distribution

Reading: Marketing Planning, Chapters 9-10

Assignment: (Group) Assignment 5- Continue writing your plan

Week 14: Write Your Plan

Reading: Marketing Planning, Chapter 13

Assignment: (Group) Assignment 5- Complete your plan, prepare presentation

Week 15: Present Your Plan

Studio Activity: (Group) Assignment 5- Present and critique