**MBAD 521 Consumer Marketing Strategies --- Spring 2012**

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**Educational Philosophy**

“I hear and I forget,  
I see and I remember.  
I do and I understand”

Confucius, 551-479 BC

“It will seem difficult at first, but everything is difficult at first”

*A Book of 5 Rings*  
Miyamoto Musashi

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**Description**

This course provides the foundations for understanding, developing, and implementing consumer marketing strategies in the modern marketplace. Through readings, cases, and applications, students will learn about consumer behavior and decision making; understand how to influence consumers through communications, product, and brand strategies; incorporate issues of diversity into marketing strategy; etc.

The course builds upon the concepts of MBAD 425 Marketing Management and is coordinated with Marketing Research.

The course (1) introduces the student to the principle concepts of consumer decision making, (2) examines research techniques and data analysis through which the concept may be explored and uses cases and activities to apply the concept to the development of marketing strategy and tactics.

The course is built on the explicit assumption that every business exists to satisfy its customer’s wants and needs at a profit. Thus, an understanding of these customer needs and wants provides the basis for product development, branding, communication/advertising, pricing, and distribution strategies.

The course uses limited lecture, text and selected readings to provide an understanding of consumer behavior. Cases and projects are used to apply these concepts to marketing decisions. In class discussion of concepts and cases provide a basis for learning and application.

Student groups will be formed to lead discussion of concepts and cases and present graded material as below.
Required Learning Materials

**Cases and readings** - Course Pack - Harvard Business Publishing –

**Consumer Marketing Strategies Spring 2012**

http://cb.hbsp.harvard.edu/cb/access/13304214

The course pack contains articles from the Harvard Business Review (HBR) and other Publications as indicated and Harvard Business Press publications. You may find the articles through College of Charleston library sources. The cases are only available through Harvard Press


**Other resources you may find useful**


*Think Fast and Slow*, Daniel Kahneman,


*Positioning: The Battle for your Mind* by Al Ries and Jack Trout; McGraw Hill

*How Customers Think*, Gerald Zaltman, HBS Press.


**CNBC Originals Brand videos – available online on HULU.com**

- Coca-Cola
- Levi’s
- Budweiser
- Ford - Rebuilding an American Icon
- Swish - Nike
- India Rising
- Made in China

Many others of interest
Grading

In class participation and discussion – 10%
Your presentation and discussion leadership must demonstrate a thorough understanding of the material and extend the concepts to cases for application.

I will evaluate your performance after each class using the following evaluation model
(Source: Christine Moorman – Duke University MBA program)

- **Outstanding Contributor (3)**: Contributions in class reflect exceptional preparation. Ideas are nearly always important and provide one or more major insights as well as providing a fruitful direction for the class. Arguments are well substantiated and persuasively presented.
- **Good Contributor (2)**: Contributions in class reflect thorough preparation. Ideas are usually important, provide good insights, and sometimes offer a fruitful direction for the class. Arguments are generally well substantiated and are often persuasive.
- **Adequate Contributor (1)**: Contributions in class reflect satisfactory preparation. Ideas are sometimes important, provide generally useful insights, but seldom offer a major new direction. Arguments are fairly well substantiated and sometimes persuasive.
- **Unsatisfactory Contributor (0)**: Contributions in class reflect inadequate preparation. Ideas offered are seldom substantive; they provide few, if any, insights; and never offer a constructive direction for the class. Integrative comments are absent. Class contributions are, at best, “cherry-picking” efforts making isolated, obvious, or confusing points. If this person were not a member of the class, valuable airtime would be saved.
- **Non-participant (0)**: The student was present but said nothing or the student missed class. Hence, there is not adequate basis for evaluation.

Individual Written Cases – 25%
Must be submitted prior to the class in which the case is discussed. You may add any data available to bring the situation up to date.

(5%) Stihl Incorporated: Go-to market Strategy - due Tuesday May 1
(10%) Saxonville Sausage – due Tuesday May 8
(10%) Pillsbury Cookie Challenge – due Tuesday May 22

Group Projects – 35%
- Described in Oaks Content – for each develop a written report and a presentation for class
- Group evaluation of member contribution will be used to scale individual grades for group work

1. (10%) Culture (Value) and Role: Trends & Usage in Ads – due Wednesday May 2
2. (10%) Suave: An Exercise in Creating Persuasive Advertising for a New Target Market – due Tuesday May 15
3. (15%) – Marketing Plan for Champaign in a Can – due Tuesday May 29

Final Exam – 30% - May 31
Class Plan and Assignments

- This class will be coordinated with your Marketing Research class
- I will make adjustments as necessary
- Many classes will also include exercises from the H&M text DDB Life Style Data

Week 1 - Class 1 Tuesday April 24
1. Course introduction - Consumer Behavior for Marketing Strategy

Preparation
Hawkins & Mothersbaugh
- CH 1 CB and Marketing Strategy

Course Pack
- Customer-Centered Brand Management (Harvard Business Review)
- Market Segmentation, Target Market Selection, and Positioning
- Rediscovering Market Segmentation (HBR)
- Case – Ontela PicDecl (A) & (B)

Class
- Introduction to class & Marketing/Brand Plan Project, Groups
- Lecture & Discussion – Understanding Consumers and Thinking Strategically
- Case discussion – Ontela PicDecl (A) & (B)

II External Influences
TH April 26 – Class 2 – Consumer Values and Culture

Preparation
Hawkins & Mothersbaugh
CH 3 Cultures

Read - Find online CofC library

Course Pack
- Tailoring Your Strategy to fit the Culture - De Moo
  - Case: The Clorox Company: Leveraging Green for Growth
  - Case: JWT China: Advertising for the New Chinese Consumer (for class)

Watch – Made in China CNBC Originals on HULU
Week 2
Class 3 Tuesday May 1

Preparation
Hawkins & Mothersbaugh
CH 4 Demographics and Social Strata
CH 5 Subcultures

Reading

Business Week – see Oaks content

Course Pack
- Are You Ignoring Trends That Could Shake Up Your Business? (HBR)
- The Female Economy (HBR)
- Teens Today, Young Adults in 2020
- Case: Dove: Evolution of a Brand
- Case: Stihl Incorporated: Go-to market Strategy for Next-Generation Consumers

Watch Video Cases online on HULU: CNBC originals: Boomers & One Nation Overweight

Class
- Discussion- readings
- Discussion: Dove & Stihl cases
- DDB Life Style Study Exercise 4 & 5

Written Case 1 Due – Stihl Incorporated: Go-to market Strategy (5%)

Class 4 – Wednesday May 2 – Mack Research Class will meet Thursday May 3

Preparation
- Hawkins Mothersbaugh
  - CH 6 Families and Households
  - CH 7 Group Influences

- Course Pack
  - How to Market to Generation Mobile (HBR)
  - Peer Influence Analysis: Using Social Technologies to Identify Your Business’s Most Influential Customers, Josh Bernoff & Ted Schadler - Harvard Press
  - Reading the Public Mind (HBR Oct 2010)
  - Case: Cyworld: Creating and Capturing Value in a Social Network
  - Case: UnMEJeans: Branding in Web 2.0

Project 1 Due Written and Class Presentations
III Internal Influences

Week 3 Class 5 – Tu May 8 - Preparation

Hawkins Mothersbaugh
- Ch. 8 Perception
- Ch. 9 Learning, Memory and Product Positioning

Course Pack
- Brand Report Card, Keller (HBR)
- Understanding Brands – Harvard Press
- Case: Saxonville Sausage
- Case: Xylys: Exploring Consumer Perception about Premium Watches in the Indian Context

Watch – CNBC Originals on HULI – India Rising

Due - Written Case 2 - Saxonville Sausage

Class 6 – Th May 10

Hawkins & Mothersbaugh
Ch 10 Motivation, Personality and Emotion
Ch 11 Attitudes and Influencing Attitudes
Ch 12 Self-Concept and Lifestyles

Reading


Course Pack:
- Emotional Cues that Work Magic on Customers
- Implicit Predictors of Consumer Behavior (Harvard Business Press)

Cases:
- Mountain Dew: Selecting New Creative
- The New Beetle
Week 4

Class 7 – Tuesday May 15 -

Topic continued

Reading

Signaling Status with Luxury Goods: The Role of Brand Prominence. Han, Nunes & Dreze, Journal of Marketing, July 2010 15-30


Course Pack

Case: Porsche: the Cayenne Launch
Case: “Plugging in” the Consumer: The Adoption of Electrically Powered Vehicles in the U.S.

Project 2 due and presentations

IV Consumer Decision Process

Class 8 – Thursday May 17 -

Hawkins & Mothersbaugh
Ch 13 Situational Influences
Ch 14 Decision Process and Problem Recognition
Ch 15 Information Search

Course Pack
  o Eager Sellers and Stony Buyers: Understanding the Psychology of New-Product Adoption (HBR)
  o Cashews, Coffee Mugs and the Birth of Behavioral Economics (Harvard Business Press)
  o Case: Aqualisa Quartz: Simply a Better Shower (new product)
  o Case: TruEarth Healthy Foods
Week 5
Class 9 – Tuesday May 22

Hawkins & Mothersbaugh
Ch 16 Alternative Evaluation and Purchase
Ch 17 Outlet selection and purchase
Ch 18 Post Purchase, Satisfaction and Commitment

Course Pack
- Branding in the Digital Age (HBR)
- Rethinking Marketing (HBR)
- The Four Things a Service Business Must Get Right (HBR)
- Stop Trying to Delight your Customer (HBR)
- Howard Schultz: Building Starbucks Community

Case: Starbucks: Delivering Customer Service
Pillsbury Cookie Challenge

Due Written case 3 Pillsbury Cookie Challenge

Class 10 – Thursday May 24 –
Consumer Marketing Execution

Speaker: Chuck Kranitzky – Category Sales Manager P&G 1978-2009

Course pack
- Pricing and the Psychology of Consumption (HBR)
- Connect and Develop: Inside Procter & Gamble’s New Model for Innovation (HBR March 2006)

Cases
- Procter & Gamble 2000(A): The Spin Brush and Innovation at P&G
- Value Pricing at Proctor and Gamble (A) & (B)
Week 6

Class 11 - Tu May 29 -

Further internationalizing Consumer Marketing Strategy

Reading
- US Dept. of Commerce Vietnam data
- Can P&G Make money in places where people make $2 a Day? FORTUNE, January 17 2011 pg. 86-91

Course Pack
- Vietnam Market Entry Decisions
- Case: Glass Egg Digital Media

Project 3 Due and Presentations

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Class 12 – Th May 31 - Final Exam