
CUSTOMER RESEARCH AND ANALYSIS METHODS

International MBA IMBA-EN SEP-2024 S-PS

Area Marketing and Communication

Number of sessions: 15

Term: Concentrations

Category: regular

Language: English

Professor: **EDA SAYIN**

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EDA SAYIN is an expert in consumer behavior. She is interested in (1) examining unintuitive consumer reactions toward brands following specific brand behaviors and communications, and (2) understanding the effect of actual or imagined sensory cues on consumers' perceptions. She has published her work at prestigious journals such as *Journal of Consumer Research*, *International Journal of Research in Marketing*, *Psychology & Marketing*, *European Journal of Marketing*, *Journal of International Marketing among others*. Her work is cited at academic journals and media such as *Chicago Tribune*, *Vancouver Sun*, *Science Daily* and etc. She has presented her research at multiple international conferences.

Prior to beginning her doctoral studies, Eda worked as a marketing communications manager. The bulk of her work experience consists of ten years at Avon Cosmetics. During her tenure at Avon, she gained invaluable hands-on experience in such areas as strategic planning, integrated marketing communications, business plan development and execution, pricing and corporate social responsibility. The practical knowledge that she accumulated during her years at Avon enables her to easily relate the theoretical constructs of marketing to real-life situations.

Education

Ph.D. in Marketing, Koç University, Graduate School of Business, Turkey

Visiting Scholar, University of Michigan, Ross Business School, USA

M.B.A. Bilgi University, Turkey

B.A. in International Relations and Political Science, Marmara University, Turkey

Academic Experience

Professor of Marketing, IE Business School, Madrid, 2015-present

Instructor, Koç University, Turkey, 2014

Teaching Assistant, University of Michigan, USA, 2011-2012

Teaching Assistant, Bilgi University, Turkey, 2008-2009

Professional Experience

Marketing Communications Manager, Avon Cosmetics, Turkey, 1998-2008

Office Hours

Office hours will be on request. Please contact at:

SUBJECT DESCRIPTION

Welcome to "Customer Research and Analysis Methods," a practical course meticulously crafted to furnish you with indispensable skills and knowledge for decoding customer insights and deploying them strategically. This course delves into the essentials of data collection and analysis, providing you with practical experiences directly applicable to real-world business challenges. As we explore consumer behavior, our methodological toolkit will span both qualitative and quantitative research techniques, facilitating a nuanced understanding of the multifaceted aspects at play. This course will empower you to make informed decisions and formulate data-driven strategies, enhancing customer experience and propelling business success through a profound comprehension of your target audience. This course covers a methodological toolkit that spans both qualitative and quantitative research techniques, allowing for a nuanced understanding of the multifaceted aspects at play and equip to craft impactful marketing initiatives that resonate with the thoughts, feelings, interests, and motivations of your target audience—a crucial foundation for effective marketing programs

LEARNING OBJECTIVES

This course is structured around five fundamental objectives aimed at assisting students in:

1. Recognizing the fundamental role of consumer analyses in shaping the design, execution, and assessment of marketing strategies and programs.
2. Uncovering how consumer insights influence managerial decision-making across both strategic and tactical dimensions.
3. Acquiring proficiency in the essential analytic frameworks and concepts employed by managers to gain a deeper understanding of their customers, as well as broader marketplace behaviors and consumption trends.
4. Gaining practical experience in utilizing both traditional and cutting-edge consumer research tools.
5. Improve students' abilities to discover original consumer insights that go beyond the surface-level findings that marketing research often yields.

TEACHING METHODOLOGY

IE University teaching method is defined by its collaborative, active, and applied nature. Students actively participate in the whole process to build their knowledge and sharpen their skills. Professor's main role is to lead and guide students to achieve the learning objectives of the course.

The course consists of lectures, in-class group discussions and a semester-long group project.

This is done by engaging in a diverse range of teaching techniques and different types of learning activities such as the following:

Learning Activity	Weighting
Lectures	20.0 %

Discussions	20.0 %
Exercises in class, Asynchronous sessions, Field Work	20.0 %
Group work	25.0 %
Individual studying	15.0 %
TOTAL	100.0 %

AI POLICY

In this course, the use of GenAI is not permitted, unless it is otherwise stated by the instructor. The use of GenAI tools would jeopardize the students' ability to acquire fundamental knowledge or skills of this course.

PROGRAM

SESSION 1 (LIVE IN-PERSON)

Course Introduction - How hard could it be to understand consumers?
Understanding consumer perception and biases

SESSION 2 (LIVE IN-PERSON)

Consumer Insights & Customer Research
What information your customers really provide you, establishing useful signals from noise...
Article: The Needs-Adaptive Consumer: Understanding How and Why People Shop (HBS ROT398-PDF-ENG)

SESSION 3 (LIVE IN-PERSON)

Research Tailored for Strategic Objectives 1
Identifying the right consumers for your company:
Segmenting customers
Creating customer personas
Determining customer value
Article: 4 Strategies to Simplify the Customer Journey (HBS H06CWV-PDF-ENG)
Article: What Is the Optimal Pattern of a Customer Journey? (HBS H07IOT-PDF-ENG)

SESSION 4 (LIVE IN-PERSON)

Research Tailored for Strategic Objectives 2
Identifying the "important" customer metrics
Understanding key drivers of attitude, awareness, satisfaction...
Article: The Elements of Value (HBS R1609C-PDF-ENG)

SESSION 5 (LIVE IN-PERSON)

Research Tailored for Strategic Objectives 3
Adjusting the marketing mix

SESSION 6 (LIVE IN-PERSON)

Collecting Data – Sampling, Measurement, Questionnaire Design

How to (1) decide on your sample, (2) make sure not to miss important questions, (3) design your questionnaire to gather more information, (4) value data privacy...

Book Chapters: Marketing Research – An Applied Orientation - Chapter 8 (See Bibliography)

SESSION 7 (LIVE IN-PERSON)

Qualitative Research 1

SESSION 8 (LIVE IN-PERSON)

Qualitative Research 2

Article: Stories That Deliver Business Insights (HBS SMR475-PDF-ENG)

Book Chapters: Marketing Research – An Applied Orientation - Chapter 5 (See Bibliography)

SESSION 9 (LIVE IN-PERSON)

Descriptive Research – Survey and Observation 1

Examining what happened in the past

Book Chapters: Marketing Research – An Applied Orientation – Chapter 6 (See Bibliography)

SESSION 10 (LIVE IN-PERSON)

Descriptive Research - Survey and Observation 2

Article: Neuromarketing: Inside the Mind of the Consumer (HBS CMR654-PDF-ENG)

Article: Why Big Data Isn't Enough (HBS SMR590-PDF-ENG)

SESSION 11 (LIVE IN-PERSON)

Secondary Data Analysis

SESSION 12 (LIVE IN-PERSON)

Causal Research – Experimentation

Book Chapters: Marketing Research – An Applied Orientation - Chapter 7 (See Bibliography)

Article: It's time to close the experimentation gap in advertising: Confronting myths surrounding ad testing (HBS BH1186-PDF-ENG)

SESSION 13 (LIVE IN-PERSON)

Wrap Up Session

SESSION 14 (LIVE IN-PERSON)

Group Project Presentations

SESSION 15 (LIVE IN-PERSON)

Exam

EVALUATION CRITERIA

A high degree of student participation is expected. Quality rather than quantity is sought in class participation. You may see your final grade lowered due to poor class participation. You are evaluated by your contributions to the group's learning. Furthermore, your class participation will be used to assess your understanding of the core concepts and your ability to critically apply those concepts.

WHAT IS A GREAT CONTRIBUTION: Bringing a new insight to the discussion (e.g., a different perspective, a new method or process for making a decision). Showing an analysis that makes a significant advancement in the solution of the problem.

WHAT IS AN "OK" CONTRIBUTION: Stating facts from the case. Stating a personal opinion (opinions only matter if you can defend them based on analysis).

WHAT IS NOT A CONTRIBUTION: Saying "I was going to say the same thing" (or simply repeating what has already been said). Answering a question that is not being discussed anymore. These behaviors move the class backwards.

IMPORTANT: Behaviors that are not helpful to the learning of the majority are detrimental and will result in the loss of points in this criterion. Example of unacceptable behaviors: using cellphones/smartphones/tablets in class. You can only learn if you are attending to the lecture or class discussion.

LAB EXPERIMENT PARTICIPATION (5%): Participation in a research project conducted at IE. Usually requires around 30 minutes of your time. This helps further IE's reputation as a top-ranked school and to advance knowledge in business/marketing. An alternate assignment may be requested by the student (e.g., writing an essay) instead of attending an experiment. Requests for alternate assignments need to be done in writing.

Additional information about the evaluation methods will be provided in the class.

criteria	percentage	Learning Objectives	Comments
Final Project	30 %		
Final Exam	30 %		
Pop-Up Quizzes	15 %		
Class Participation	20 %		
Experiment	5 %		

FAILING GRADE AND REASSESSMENT

When students receive a Fail in a course, they have the opportunity to present themselves for reassessment in order to earn the necessary credits toward graduation.

The reassessment of students will be scheduled between 5 and 10 working days after the review session takes place. Grades for the reassessment are limited to a Low Pass and Fail. Both, the initial Fail as well as the grade of the reassessment remain on the transcript. For the purpose of calculating the GPA however, only the grade of the reassessment is to be considered. Students receiving a failing grade in the reassessment of a course will not be able to continue in the program.

BIBLIOGRAPHY

Recommended

- Naresh K. Malhotra. (2020). *Marketing Research - An applied Orientation*. 7th

edition. ISBN 1292265639 (Digital)

BEHAVIOR RULES

Please, check the University's Code of Conduct [here](#). The Program Director may provide further indications.

ATTENDANCE POLICY

Please, check the University's Attendance Policy [here](#). The Program Director may provide further indications.

ETHICAL POLICY

Please, check the University's Ethics Code [here](#). The Program Director may provide further indications.

