Instructor: Greg Allenby, 540 Fisher Hall, 292-9452

Office Hours: By appointment.

Course Objectives: Marketing strategy requires a conceptual understanding of the kinds of demand addressed by an offering, and the demand it could potentially address in light of the competition. The very nature of business requires answers to strategic questions such as “What do we offer to whom?” by deciding how best to engage in exchange with consumers. Some questions are answered, at least partially, when management defines its market and decides the kinds of exchanges it selects for competition. Other questions in marketing strategy are answered when the market is segmented, a market target selected, and the brand positioned in a competitive market.

This class provides an introduction to marketing research and the analytic tools needed to guide marketing strategy, bringing together recent developments in the academic and practitioner research communities. Recent developments in statistical science has lead to the ability to produce respondent-level coefficients for complex models of consumer behavior. Choice simulators and spreadsheet analysis have likewise let practitioners predict the effects of complex actions. We make use of these developments to examine practical solutions to important issues faced in marketing research, and examine the use of modern analytic methods in marketing.

The objective of this course is to acquaint students with interactive decision tools (IDT) used by brand managers at leading companies to address key issues in marketing, and to develop an understanding of how IDTs work. Case studies based on surveys in two product categories are used to illustrate the class material. Students are assigned to groups and given the task of repositioning one of the brands in the surveys in response to current market developments.

Textbook: Seven Summits of Marketing Research by Greg Allenby and Jeff Brazell (2016). (http://fisher.osu.edu/7Summits)

Prerequisites: MBA 6251 or permission of the instructor.

Course Outline:

The Basics ................................. Prior to the first class
Chapter 1 – Market Definition ......................... March 2, 7
Chapter 2 – Market Segmentation ................. March 9, 21
Chapter 3 – Customer Satisfaction ............ March 23, 28
Chapter 4 – Product Analysis .................. March 30, April 4
Chapter 5 – Pricing Analysis ................ April 6, 11
Chapter 6 – Advertising Analysis ............... April 13, 18
Chapter 7 – Optimization .................. March 20, 25
Final Exam .................................. March 27
Grading: Grading for the course is based on the following items:

1. Group course project (35%). Your assignment is to propose a repositioning strategy for your brand based on the class material and some recent market development. Your grade is dependent on the correct use of the IDT, proper interpretation of the results, and supporting rationale in light of recent events relevant to your brand.

2. Final Exam (35%). A practice final exam is posted on Carmen.

3. Vignette (12%). Each student is to submit a short illustration or application of the course material for possible inclusion in the textbook.

4. Class Journal and Participation (18%). The second session of each topic is devoted to questions-and-answers and a discussion of the homework. Please have your homework completed and be prepared to engage in the class discussion. Part of the homework involves keeping record of points of confusion and learning.

Academic Honesty: The final exam and class vignette are to be completed individually. The group project and homeworks can be done within your group, although each student is responsible for their own answers in class. I want to avoid students copying from one another without thinking through the issues. Please be informed that I will follow Faculty Rule 3335-5-54, which requires that “all instances of what he or she believes may be academic misconduct” be reported to the University Academic Misconduct Committee. Academic misconduct is a serious threat to the integrity and value of your diploma.

Extra Help: Please do not hesitate to come to my office during office hours or by appointment to discuss a homework problem or any aspect of the course.