

Fall 2023

MRKT 331-451: Customer Insights

Melodi Guilbault

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**Customer Insights
MRKT 331
Fall 2023**

Instructor: Dr. Melodi Guilbault
Office: 3011 CAB **Phone:** 973-642-4179 (office)
Email: guilbaul@njit.edu (*the best way to contact me*)
Class Time & Location: Online
Office Hours: Wednesday 5:00 – 7:00 pm, and by appointment

Course Overview

Provides coverage of frameworks, concepts, tools, and techniques to discover and communicate business-relevant customer insights. Included are strategies for understanding the customer journey to gain insights from customer behavior (including Business to Business, Business to Customer, and Business to Me (individual)), and from experiences that allow marketers to understand buyer propensity and behavior.

Prerequisites: MATH 105/MGMT116 and MRKT330

Required Course Materials

The course will use open access resources. A few main resources are included here but the weekly reading and resources will be included in Canvas.

General Marketing Textbook for review - Introducing Marketing by John Burnett – available @ <http://solr.bccampus.ca:8001/bcc/file/ddbe3343-9796-4801-a0cb-7af7b02e3191/1/Core%20Concepts%20of%20Marketing.pdf>

Consumer Behaviour [electronic resource]: A Practical Guide by Gordon R. Foxall available @ <https://ebookcentral.proquest.com/lib/njit/detail.action?docID=1883855>

Since this is an online course, you will have to take responsibility for spending the appropriate amount of time to learn the material. *You should expect to spend at least 6-9 hours each week on the course.*

Learning Outcomes

Upon successful completion of this course, the student should be able to:

Design and execute a basic consumer segment analysis and profile

- Translate a customer insights marketing problem into a feasible customer insights research question
- Evaluate alternative behavior theories and explanations
- List the many sources of customer marketing information
- Explain customer insights research techniques
- Interpret the managerial implications of customer insights research results

- Effectively communicate customer insights marketing research results & recommendations

Expected Learning Outcomes

In addition to content specific course objectives, the course intends to help students develop a wide range of analytical, communication, interpersonal, and technology skills, namely:

Learning Goal 1 – Develop an Understanding of Business Concepts and Problem Solving	Learning Outcome 1.1. You will demonstrate knowledge of business. Learning Outcome 1.2. You will demonstrate an ability to analyze concepts, to apply these concepts to solve business problems and use quantitative methodologies as tools to solve business problems.
Learning Goal 2 - Develop Effective Communication and Information Literacy Skills	Learning Outcome 2.1. Oral communication - You will demonstrate the ability to deliver effective presentations enhanced by technology. Learning Outcome 2.2. Written Communication- You will demonstrate the ability to write clear and concise reports. Learning Outcome 2.3: You will demonstrate the ability to search databases, locate, use, and properly cite relevant information.
Learning Goal 3 – Interact Effectively in Teams	Learning Outcome 3.1: You will demonstrate the ability to understand and use team building behaviors to accomplish group tasks.
Learning Goal 4 - Develop Ethical Reasoning Skills	Learning Outcome 4.1. You will demonstrate the ability to identify ethical dilemmas and make decisions grounded in ethical principles.
Learning Goal 5 - Acquire Technological Skills	Learning Outcome 5.1. You will demonstrate the ability to use technology for effective project management.
Learning Goal 6 - Understand the Global Context of Business	Learning Outcome 6.1. You will demonstrate understanding of the global context in which business is conducted.

Course Website

Please go to CANVAS. The Canvas site is where most course materials are posted. Make sure you have an NJIT UCID and password so that you are able to access Canvas. I will use Canvas to post announcements and

supplemental materials throughout the semester. So, please be sure to check the site (canvas.njit.edu) frequently. Please contact helpdesk (973-596-2900) for problems associated with Canvas.

Course Deliverables/ Final Grade Components

Your grade for this course will be based on the following components:

<u>Component</u>	<u>Total</u>
Trailhead Assignments	100
Persona Assignment	100
Customer Insights Research	200
Web Forum Contributions	210
Marketoon	100
Customer Insights Related	
Certification	100
Week Review	42
Final Exam	200
TOTAL	= 1052

Trailhead Assignments

Trailhead is the fun way to learn Salesforce (and a lot more). Throughout the semester you will complete a number of Trailhead assignments related to customer insights. You will submit the screenshot of the completion of each of the units of the module (be sure the screenshots show the points earned for each unit). The grade for this category of assignments is the average grade earned on all of the Trailhead modules. Some of the Trailhead assignment due dates are listed on the calendar. Additional assignments may be added.

Persona Assignment

The details of the assignment are included in Canvas.

Customer Insights Research Assignment

The details of this assignment are in Canvas.

Web Forum Contributions

Discussion postings are required of all students. Actively participating in all discussions is one of the best ways to help build a sense of community and collaboration. There will be a weekly topic that will be related to the course content or something that extends the course information to current business and/or social issues. You must participate in these weekly online discussions. Each week you will respond to the posted discussion question(s). Your responses should be a minimum of 100 words and must be posted by Thursday at 11:55 pm (maximum 5 points each). You will also respond to at least two posts from other students, my reply to your post, or posts in the open discussion thread. These responses must be a minimum of 75 words. The first post must be posted by Saturday at 11:55 pm and the second post must be posted by Sunday at 11:55 pm (maximum 2.5 points each). So, you need to have four posts each week. Late posts are not accepted.

Your postings will be evaluated with respect to content, innovation, creativity, and structure.

Please use proper grammar and writing skills, and do not use “texting” techniques. Assume that your statements are documents that would be used in a business environment. Keep in mind that your final

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grade will depend upon your ability to contribute to the online discussions with meaningful posts. There will be weekly discussion questions about the concepts being covered each week.

Marktoon (Cartoon) Assignment

Throughout the course I will introduce you to Tom Fishburne the Marketonist (<https://marketoonist.com/>). Using the format of his marketoons you will develop a cartoon and the related analysis. The cartoon must be related to customer insights and follow the example of the marketoonist's cartoons. The analysis should include marketing/customer insights concepts. The length of the analysis should be between 150 and 200 words. The grading rubric is at the end of the syllabus.

Customer Insights Related Certification

Many employers are looking for professionals who have specific marketing certifications. In this assignment you will complete two of these certifications and upload the certificates in the link in the final exam week.

- 1) The [Inbound Marketing free certification course](#) is free and takes about 4 hours to complete.
- 2) HubSpot's [Content Marketing certification](#) course is free, well-recognized, and comprehensive. It takes approximately 6 hours to complete the training.
- 3) The [Social Media Marketing course](#) is free and takes about 4 hours to complete.

Week Review

At the end of each week, you will complete a brief review of your participation and reflect on what you learned that week.

Final Exam

The final exam will consist of essay questions about the concepts and assignments covered in the course.

Final Grades

Grades are a reflection of the level of understanding of course content. Therefore, to achieve the grade of A or B in this class expect to:

- Be prepared. This means actively participating in discussions, exercises, and activities to further understanding.
- Turn in all course deliverables in a timely and professional manner.

With less preparation and participation expect the grade of C or lower.

I have had students be very casual in taking a class for the first part of a term. Then, as the class nears the end, the student realizes a bad grade may be in the future and asks for an extra-credit opportunity or extensions to due dates. This is usually done with a **sad face, a soft voice, and a remorseful heart.** Please know now that such opportunities are not fair to the other students. So, the grading system established in this syllabus is final and no other opportunities exist. This means that each student should take this class seriously from the first week.

Final course grades will be based on the following scale (there will be NO curve):

Grading Scale

A	B+	B	C+	C	D	F
90%	85%	80%	75%	70%	60%	<60%

Email Etiquette

This is a business course, and the expectation is that you will conform to appropriate business letter writing practice in all of your email to me. The following are the basics.

- Put the course name (e.g. MRKT331 or Customer Insights) in the subject line
- Identify the subject of the e-mail with a brief but descriptive summary of the topic: include a proper salutation (e.g. Dr. Guilbault), and the assignment details such as the title, homework, or test.
- Proofread your e-mail for proper sentence structure, capitalization, spelling and punctuation.
- Conclude the e-mail message with a proper closing (e.g. Regards, Sincerely) and your full name.

(Note: Do not e-mail requests for additional grade points unless there is an error in the grading. Please note that any grade discrepancies must be addressed within 2 weeks of the assignment due date. Grades are not ‘given out’ by the professor; they are ‘earned’ by the student. So, make sure that you ‘earn’ a grade that you can live with.)

Late Assignments

Late assignments will not be accepted for grading unless there is a severe illness or an emergency situation. In these cases, legitimate documentation of the emergency must be presented and approved by the office of the Dean of Students before extensions will be granted.

Academic Integrity

Learning is both an individual and a cooperative experience. Asking for and giving help freely in appropriate settings helps you learn. However, you should present only YOUR work as your own. University rules and standards define and prohibit “academic misconduct” by all members of the academic community including students. You are asked and expected to be familiar with these standards and abide by them.

Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy that is found at: <http://www5.njit.edu/policies/sites/policies/files/academic-integrity-code.pdf>.

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. ***Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university.*** If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu.

Accommodations

Educational access is the provision of classroom accommodations, auxiliary aids and services to ensure equal educational opportunities for all students regardless of their disability. If you are in need of accommodations due to a disability, please contact Scott Janz (oars@njit.edu), Associate Director of the Office of Accessibility Resources & Services (OARS), Kupfrian Hall 201, to discuss your specific needs. A Letter of Accommodation Eligibility from the OARS authorizing your accommodations will be required. Accommodations need to be requested in advance and will not be granted retroactively.

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Classroom Policies

I will submit your assignments to Turnitin to check for plagiarism.

Final Comments

I reserve the right to change any aspect of this syllabus or the course schedule at any time, as the need arises. Students registered for this course assume full responsibility for reading and understanding the course policies as stated above.

The topics are tentative. Updates will be provided.

#	Week of:	Course Topics	Due
1	Sep 4	Review Marketing (review Marketing text) Introduction to Customer Insights	Introduction Syllabus Quiz Web Forum Contributions Week Review
2	Sep 11	Review Consumer and Organizational Behavior (read chapter 4 of Marketing text) and other resources Critical Thinking	Web Forum Contributions Week Review Team Member Requests
3	Sep 18	Research Research Methods	Trailhead Assignments Web Forum Contributions Week Review
4	Sep 25	Customer Journey and other Models Consumer Learning Motivation and Emotion: Driving Consumer Behavior	Trailhead Assignment Web Forum Contributions Customer Insights Problem Proposed and Approved Week Review
5	Oct 2	Personality, Lifestyles, and the Self-Concept Attitudes and Attitude Change	Web Forum Contributions Week Review
6	Oct 9	Group and Interpersonal Influence Consumer Culture	Web Forum Contributions Week Review
7	Oct 16	Customer Discovery Social Listening	Trailhead Assignments Web Forum Contributions Week Review
8	Oct 23	Social Listening Personas	Trailhead Assignments Part 2 of Research Assignment Group Evaluation Form Web Forum Contributions Week Review
9	Oct 30	Personas	Buyer Persona Assignment Web Forum Contributions Week Review
10	Nov 6	Artificial Intelligence	Trailhead Assignments Web Forum Contributions

			Marketoon Week Review
11	Nov 13	Artificial Intelligence	Trailhead Assignments Web Forum Contributions Week Review
12	Nov 20	Organizational Insights	Web Forum Contributions Week Review
13	Nov 27	Research	Research Paper and Presentation Group Evaluation Form Web Forum Contributions Week Review
14	Dec 4	Finalize presentations	Review Presentations Complete Evaluations Web Forum Contributions Week Review
15	Dec 11	Final Exam	Final Exam Certification certificates

Marketoon (Cartoon) Grading rubric:

	Unsatisfactory	Satisfactory	Good	Excellent	Comments
Spelling and Grammar (4 points)	More than 15 spelling and grammar errors	Between 10 and 15 spelling and grammar errors	Between five and 10 spelling and grammar errors	Less than five spelling or grammar errors	
	0	1	2.5	4	
Message (20 points)	Key issue and title are unclear, irrelevant to topic or missing	Key issue or title may be unclear or irrelevant to topic	Key issue is identifiable, title is relevant to topic	Key issue is clearly identifiable, title is clear and relevant to topic	
	0-4	5-10	11-15	16-20	
Visual Presentation and Creativity (20 points)	Cartoon is messy and captions are omitted or unreadable	Cartoon is somewhat creative and captions are included	Cartoon is creative and captions are readable	Cartoon is exceptionally creative and original and captions are readable and humorous	

	0-4	5-10	11-15	16-20	
Content (50 points)	Analysis conveys little or no understanding of the issue, limited or no use of marketing or customer insights concepts.	Analysis conveys a limited understanding of the issue, limited use of marketing and customer insights concepts.	Analysis conveys an understanding of the issue, good use of marketing and customer insights concepts.	Analysis clearly conveys an understanding of the issue, excellent use of marketing and customer insights concepts.	
	0-24	25-32	33-43	44-50	
Support (6 points)	No sources are cited	A minimum of 1 appropriate source is cited	A minimum of 2 appropriate sources are cited	A minimum of 3 appropriate sources are cited and at least one is a peer reviewed scholarly source	
	0	2	4	6	
Total Score					