

BMKT2544
SHOPPER INSIGHTS AND SHOPPER MARKETING

Spring 2010

Professor Jeffrey Inman

"Insight is seeing what everyone has seen and thinking what no one else has thought."
Albert Szent-Györgyi

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Required Materials

1. *Why We Buy: The Science of Shopping*, Paco Underhill (2008)
2. *Inside the Mind of the Shopper*, Herb Sorensen (2009)
3. *Why She Buys*, Bridget Brennan (2009)
4. Courseweb Postings

Course Objectives

Shopper insights help us better understand how consumers make decisions in-store. Shopper marketing takes shopper insights one step further. It is a concept in which manufacturers and retailers collaborate to better optimize the marketing of products at the point of purchase in order to increase each parties "share of basket." Consolidation in retailing has made shopper marketing and shopper insights critical parts of manufacturers' business strategy, as retailers often rely on analysis provided by manufacturers in making assortment, shelf set, promotion, and pricing decisions. Shopper insights departments have been propagating across the industry and many companies are struggling to get their arms around shopper marketing, so there is a great need for people who possess the requisite combination of analytical and communication skills. Plus, skills from this course will provide an inside track to students interested in careers in brand management, marketing research, and consulting.

The overarching objectives of this course are threefold:

1. You will become familiar with the basic tenets of shopper insights and shopper marketing, as well as the cutting-edge issues.
2. You will learn the role of syndicated databases in generating shopper insights and be able to leverage your insights into actionable shopper marketing recommendations.
3. You will improve your skills in communicating your recommendations.

To this end, the course will revolve around the use of syndicated data on two product categories. You will work in a team devoted to a particular brand in one category. During the course of the semester you will be asked to perform various aspects of shopper insight generation vis-à-vis

your brand and to present your analysis and conclusions to convert these insights into shopper marketing strategies. Near the end of the semester you will perform a capstone assignment of examining a real issue facing Pepsi and present your work to them. Shopper insights will be a critical aspect of this analysis.

Prerequisites

BMKT2411 (marketing management) and BQOM2401 (business statistics) or consent of instructor are required. In addition, you will find it essential to know Excel and PowerPoint.

Method

To achieve the objectives of this course, we will be using several methods during the semester, including lectures, guest speakers, readings, and class assignments/presentations. The philosophy underlying this course may be a bit different than you are accustomed to. While lectures will be a component, the general approach will be that of a practicum. That is, you will be exposed to a concept or database, then apply those concepts and databases via a project or assignment.

Readings are drawn from both business publications and academic journals. You are strongly encouraged to bring in other relevant materials that you encounter.

Grading Policy

Your course grade will be based on the following:

INDIVIDUAL

"Today's Take-Aways" (4 out of 8)	10%
Field Consulting Project	10%
Midterm	15%
Final	15%
Class Participation	-5% for each class missed (beyond one)

TEAM

Promotions Analysis	10%
Brand Overview	10%
Geodemographics	15%
Pepsi Project	15%
Group Evaluation	0-10% (Dependent on group evaluation)

Grading Criteria

1. Quality and thoroughness of analysis
2. Clarity of presentation (NO DATA DUMPS!)
3. Linkage of findings/analyses to recommendations

Ethics

Violations of Katz student policies will not be tolerated. Plagiarism will result in a 0 on the assignment/exam.

Non-Disclosure Form

We are very fortunate in receiving the opportunity to use actual data from leading marketing research firms. Firms pay hundreds of thousands of dollars for annual access to these data. That

is why I ask each of you to sign the non-disclosure agreement attached to this syllabus to ensure that the data are only used in conjunction with this course.

BMKT2544
(Subject to change)

<u>Date</u>	<u>Topic</u>	<u>Readings</u>
January 12	Course Overview and Shopper Marketing Basics	
January 19	Leveraging Scanner Data Due: Today's Key Take-Aways	Sorensen: 1 & 2 Underhill: 1-3 Courseweb postings
January 26	Scanner Data (cont) <i>Speaker: Ridgely Quigley (ACNielsen)</i> Due: Today's Key Take-Aways	Sorensen: 3 Underhill: 4 & 5 Courseweb postings
February 2	Promotional Analysis Presentations Due: Today's Key Take-Aways	Sorensen: 4 & 5 Underhill: 6 & 7 Courseweb postings
February 9	Shopper Marketing in Action <i>Speakers: Manny Zayas and Steve Bond (Pepsi)</i> Due: Today's Key Take-Aways	Sorensen: 6 Courseweb postings
February 16	Collaborating with Retailers <i>Speaker: Risa Schwartz (Kraft)</i> Due: Today's Key Take-Aways	Sorensen: 8 & 9 Courseweb postings
February 23	Brand Overview Presentations Due: Take-Home Exam	Underhill: 10 & 11 Courseweb postings
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March 3	SPRING BREAK	
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March 9	Shopper Insights <i>Speaker: Kristin Litchfield (ACNielsen)</i> Due: Today's Key Take-Aways	Underhill: 8 & 9 Brennan: 1 & 2 Courseweb postings
March 16	Geodemographics Due: Shopper marketing field consulting project (Indl)	Brennan: 3 & 4

March 23 Insights from Panel Data

Speaker: Harry Balzer (NPD)

Due: Today's Key Take-Aways

Brennan: 5-7

Courseweb postings

March 30 Gender Differences

Due: Geodemographic Shopper Insights

Underhill: 12-16

Courseweb postings

April 6 iShopping

Due: Today's Key Take-Aways

Sorensen: 7 & 10

Underhill: 17 & 20

April 13 **Pepsi Case Competition**

Courseweb postings

April 20 **Final Exam**

BMKT2544 Confidentiality Agreement

I do hereby acknowledge that the databases and speaker presentations supplied in this course are strictly for use in the BMKT2544 course at the Katz Graduate School of Business at the University of Pittsburgh. I understand that I will receive a failing grade for the course if I use these databases or intellectual property from guest speakers for ANY purpose other than BMKT2544, unless approved in advance by the course instructor.

By signing below I agree to be bound by the terms of this agreement:

PRINTED NAME

SIGNATURE

DATE