**Generating Marketing Insights with Social Science**

B7689

Fall 2016

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Office hours/student consultation by appointment

**COURSE OVERVIEW**

Course Goal: Enable students to apply techniques and thinking from the social sciences in order to become more creative, distinctive, and competitive marketers.

Course Perspective and Content: Marketers have increasingly mined social sciences such as anthropology, psychology, and sociology to enhance their customer understanding. This course takes an in-depth look at applying social science to generate insights about consumers for marketing strategies in a qualitative marketing research context. We will look at how anthropological ideas about ritual, meaning making, social relationships, beliefs, cultural codes, gift giving, and tribes can inspire marketing strategies and advertising; the value of ethnography, an observational method invented by anthropologists, for consumer understanding and UX; ways that focus groups and deep probing one-on-one interviews borrow from psychology, anthropology and sociology to inform marketing initiatives; and draw on phenomenology and semiotics.

**COURSE METHODOLOGY**

* Class Sessions: Lecture, ample discussion, and teamwork
  + PowerPoint slides will be posted on Canvas after each class
* Readings: Two books and several articles, all tied to class content
* Three projects: two team, one individual
* Evaluation
  + 25% Team Project 1 (All team members receive the same grade)
  + 25% Team Project 2 (All team members receive the same grade)
  + 25% Individual Project
  + 25% Class Participation
* This course adheres to the Columbia Core Culture. Students are expected to be:
  + Present: On time for every class. Attendance will be tracked and is required except for reasonable absences. The professor should be informed in advance when possible.
  + Prepared: Complete required reading and other work and expect cold calling. Bring nameplates.
  + Participating: Constructive participation is expected. No electronic devices unless requested.

**READINGS**

Books

* *The Moment of Clarity.* Christian Madsbjerg and Mikkel B. Rasmussen. 2014.
* *Qualitative Consumer and Marketing Research.* Russell W. Belk, Eileen Fischer and Robert Kozinets. 2013. (Selected chapters will be required)

Articles

* Psychological Needs: <http://knowledge.wharton.upenn.edu/article/why-businesses-should-serve-consumers-higher-needs/>
* Anthropology in Business: <http://www.businessinsider.com/heres-why-companies-aredesperateto-hireanthropologists-2014-3>
* Ethnography: “Ethnographic Research: A Key to Strategy.” Ken Anderson. HBR. March 2009.
* Anthropology and Psychology: <https://www.researchgate.net/profile/Timothy_Malefyt/publication/277721253_How_Anthropologists_Can_Succeed_in_Business_Mediating_Multiple_Worlds_of_Inquiry/links/5572393d08ae7536374dff9f.pdf>
* Design: <https://www.epicpeople.org/what-is-a-product/>
* Driving: <https://www.epicpeople.org/ethnographic-study-lifts-the-hood/>
* Ritual, Symbolism, Bicycles and Cats: <http://ej.lib.cbs.dk/index.php/jba/article/view/4896/5317>
* Senses, Ritual, Identity: Men’s Shaving: <http://ej.lib.cbs.dk/index.php/jba/article/view/4787/5214>

* Semiotics and Diapers: <http://www.marketingresearch.org/article/deconstructing-mommy-myth>
* Gift Giving: <https://www3.nd.edu/~jsherry/pdf/1983/Gift%20Giving.pdf>

**COURSE ROADMAP**

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| **Date** | **Topic/Synopsis/Reading** |
| Class 1  9/10/16 | **Introduction and Frameworks for Understanding Consumer Behavior**  This introductory session will lay out the course roadmap, requirements and expectations, and begin the discussion of how social science can inspire imaginative and highly competitive marketing initiatives.  Readings  Chapter 2 in *Qualitative Consumer and Marketing Research*  <http://knowledge.wharton.upenn.edu/article/why-businesses-should-serve-consumers-higher-needs/>  <http://www.businessinsider.com/heres-why-companies-aredesperateto-hireanthropologists-2014-3> |
| Class 2  9/17/16 | **Methods I**  As an underpinning to the course, we will begin with the first of two sessions on methodology. We will review the strengths and applications of qualitative and quantitative consumer research, and look in depth at the pros, cons and inventive uses of focus groups, in-depth interviews, interactional research and online community marketing research. We will consider how social science- inspired lines of inquiry such as guided retrospection, deprivation, personification, metaphor elicitation, and triadic sorting can access deep consumer understanding and spark marketing insights. Cases: children’s cereal, emergency contraception, a sore throat remedy.  Readings  Chapters 3 & 5 in *Qualitative Consumer and Marketing Research*  Begin *The Moment of Clarity* |
| Class 3  9/24/16 | **Methods II**  This session concludes the focus on social science informed methodologies. It will define and explain fully the role of ethnography in the marketing research toolkit. In addition, we will discuss the value of mixed methods/perspectives for generating consumer understanding. Numerous cases will be incorporated: a floor cleaner, a department store, a room deodorizer, and salad dressing, among others.  Readings  Chapter 4 in *Qualitative Consumer and Marketing Research.*  Ethnography: “Ethnographic Research: A Key to Strategy.” Ken Anderson. HBR. March 2009.  <https://www.researchgate.net/profile/Timothy_Malefyt/publication/277721253_How_Anthropologists_Can_Succeed_in_Business_Mediating_Multiple_Worlds_of_Inquiry/links/5572393d08ae7536374dff9f.pdf>  Continue *The Moment of Clarity* |
| Class 4  10/8/16 | **Marketing Epiphanies; Design**  We will spend a good portion of this class on the approaches and cases in *The Moment of Clarity,* which incorporates ideas and methods from the social sciences and humanities. We will also discuss how social science, semiotics, and phenomenology can inform design from a UX perspective. Cases: Transportation, WD-40, Domino’s Pizza.  We will devote time to a discussion of the first team project.  Readings  Finish *The Moment of Clarity*  <https://www.epicpeople.org/what-is-a-product/>  <https://www.epicpeople.org/ethnographic-study-lifts-the-hood/> |
| Class 5  10/15/16 | **Ritual and Meaning Making**  This session will define ritual and meaning making from an anthropological perspective and consider how thinking about and studying consumer behavior in these terms can ignite fresh marketing ideas. Cases: breakfast cereal, cookies, car rentals, bicycles, and cake mix.  We will devote time to planning the first team project and presentation.  Reading  <http://ej.lib.cbs.dk/index.php/jba/article/view/4896/5317> For now, skip the section on cats. |
| Class 6  10/22/16 | **Anthropology and Psychology**  This session will contrast two social science perspectives. We will look at how anthropology and psychology informed two very different topics in the luxury hotel category: extremely high end “Gold” floors and historical properties. Class discussion will include the strengths and weakness of each of these approaches.  **First team project due with brief PPT presentations** |
| Class 7  10/29/16 | **More on Anthropological and Psychological Approaches**  Expanding on the previous session, we will examine how a psychologist and two anthropologists looked at pets for marketing research projects. Class discussion will include the strengths, weakness, and market applications of each of these approaches.  We will devote time to a discussion of the second team project.  Reading  <http://ej.lib.cbs.dk/index.php/jba/article/view/4896/5317> Focus on the section on cats. |
| Class 8  11/5/16 | **Beliefs, Sensory Experiences, and Identity**  We will look at how concepts from anthropology and sociology can enhance consumer understanding of consumer beliefs, the need for sensory experiences, and identity, and inform marketing initiatives. Cases: vitamins, men’s shaving, and mouthwash.  We will devote time to planning the second team project and presentation.  Reading  <http://ej.lib.cbs.dk/index.php/jba/article/view/4787/5214> |
| Class 9  11/12/16 | **Cultural Codes**  This session will explore how deep analysis of cultural symbolism and codes can generate marketing ideas. Case studies will include coffee, cars and diapers.  Reading  <http://www.marketingresearch.org/article/deconstructing-mommy-myth>  **Second team project due with brief PPT presentations** |
| Class 10  11/19/16 | **Gift Giving; Tribes**  Social exchange as a theoretical construct can be a productive framework for marketing. We will look at theory and a few cases, including watches, peanut butter, and recipes. We will consider the idea of positive marketing in this context. This session will also examine if and how the concept of tribes might be a useful tool for marketers. Case: Major League Soccer.  We will discuss individual projects.  Reading  <https://www3.nd.edu/~jsherry/pdf/1983/Gift%20Giving.pdf>  Viewing  <https://www.ted.com/talks/seth_godin_on_the_tribes_we_lead?language=en> |
| Class 11  12/3/16 | **Advertising Strategy**  This session will cover the mechanics of crafting an advertising strategy informed by social science insights. We will use marketing research on orange juice as a jumping off point for in-class teamwork on advertising strategic development.  **Individual Presentations on Final Topic: Group I** |
| Class 12  12/10/16 | **Individual Presentations on Final Topic: Group II** |
| Class 13\*  12/17/16 | **\*Make-up class if needed** |

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