

NATIONAL UNIVERSITY OF SINGAPORE
NUS Business School

Department of Marketing

MKT 4415C APPLIED MARKET RESEARCH

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COURSE DESCRIPTION

This course which *relates primarily to FMCG is designed to help participants become more effective marketing decision makers*. It bears strong emphasis on the application of market research and encompasses key marketing concepts, theories and models.

The course is taught in an application and experience oriented fashion through lectures, class discussions, case studies, and a simulation exercise called *Destiny* that spans the duration of the course. Students will acquire critical analysis and decision making abilities to prepare them to tackle the marketing and business issues they are likely to confront in a career in marketing.

Experiential Learning

The course combines theory with practice, linking the classroom with the FMCG workplace. It employs **Destiny**, a market simulator that mirrors the buying behaviour of FMCG decision makers, to give participants the unique experience of running a virtual organization. Participants strive to successfully manage and grow their organization; they engage in a broad array of business processes ranging from product development, marketing, retailing, category management, trade marketing and negotiations, financial planning and business strategy.

Through experiential learning participants compete in the marketplace, build relationships with trade partners, deploy the tools and techniques that marketers and retailers use to assess their mix and manage their portfolios, and develop an intuitive understanding of the underlying forces that drive FMCG markets.

Within the context of *Destiny*, participants also engage in a **product development exercise** conceiving of a new product innovation, and develop marketing mix and launch strategy wherein online and offline media are fully integrated.

Applied Market Research

The digital age has fundamentally altered the manner we collect, process, analyze and disseminate market intelligence. Driven by advances in hardware, software and communications, the very nature of market research is rapidly changing. New techniques are emerging. The increased velocity of information flow enables marketers to respond with much greater speed to changes in the marketplace. Market research is timelier, less expensive, more actionable and more accurate ... all of which makes it of far greater importance to marketers.

Based on established research methodologies in the Market Research industry, this course is primarily designed to train marketing professionals in the use of market knowledge for taking day-to-day marketing decisions, and developing marketing strategies.

CURRICULUM

1. Brand - Fundamentals

- Introduction.
 - Participants expectations, Course Outline, Team formation
- Brand, Brand Image and Positioning
 - Tracking Brand Image (offline and online)
 - Market Segmentation, Differentiation
 - Positioning and Perceptual Maps
- Product Design, Conjoint Analysis
- [Destiny Overview, Product Development Project](#)

2. Brand Equity

- The Brand Health Pyramid and the Engagement Pyramid
- Measurement of Brand Equity; understanding of what drives equity
- [Destiny: Decision I – Trial, Destiny: Decision I – Final](#)

3. Advertising

- How Advertising Works
 - Brief History – the development of advertising
 - Conventional Media and New Media
 - How Advertising Works? Advertising Models and Theories
- [Shopper Trends: Case analysis and discussion](#)
- [Destiny: Decision II](#)

4. Advertising Tracking

- Ad Pre-test
- Advertising and Brand Tracking
- Ad Evaluation Exercise
- [Destiny: Negotiations for Y3 \(Q1 to Q4, Decisions III-IV\)](#)
- [Destiny: Decision III](#)

5. Category Management

- The Category Management process and its benefits
- Digital's impact on shopping at home, on-the-go and in-store
- [Destiny: Decision IV](#)

6. Consumer Analytics

- Consumer and Loyalty Panels
- Consumer Analytics – Basic and Diagnostic Analysis
- [SuperFresh - Space Management of Breakfast Cereals: Case analysis and discussion](#)

7. Market Measurement

- Introduction to Market Measurement Services
- Sampling Statistics
- Exercise on Basic Business Issues and Analysis
- [Destiny Business Presentation - Manufacturers](#)

8. Sales and Distribution

- Demand and Supply
- Sales and Distribution Strategies
- [Destiny Business Presentation - Retailers](#)

9. Price and Promotions

- Price elasticity & Pricing Research
- Promotions evaluation
- [Destiny: Negotiations for Y4 \(Q1 to Q4, Decisions V-VI\)](#)
- [Destiny: Decision V](#)

10. New Product Launch

- Use of Social Media in identifying trends and unmet needs
- Ideation and Concept testing
- Analyzing the Buzz, listening to social media
- Parfitt Collin's Model
- BASES
- [Vizag: Case analysis and discussion](#)
- [Destiny: Decision VI](#)

11. Customer Satisfaction

- Customer Satisfaction Research
- Consumer advocacy in social media
- [Hectomalt: Case analysis and discussion](#)

12. Qualitative Research

- Qualitative Research
- Listening to what consumer say on the net, the world's largest focus group
- [Hecto Grow: Case analysis and discussion](#)

13. Concluding Session

- [Test](#)

CASE STUDIES

- ShopperTrends
- SuperFresh: Space Management of Breakfast Cereals
- Vizag 1990 – launch of a Concentrate Detergent Powder
- Hectomalt
- Hecto Grow

These case studies provide an understanding of how marketers apply market research to respond to the challenges confronting them in the marketplace.

ASSESSMENT

Assessment is based on case studies, simulation exercise, test, and participation in class.

Case Studies

- Case Presentation (team) 20%
(Students within teams required to analyse one case study in depth, and present their analysis to the class.)

Class Participation (individual)

(Participation in case discussion will contribute to overall score in class participation) 10%

Destiny Simulation (team)

(Evaluation based on team's performance, business review, and product development exercise) 40%

Test

(Multiple choice questions, short case study) 30%

SUPPLEMENTARY READING MATERIALS

Course lectures, case studies and course documents will be posted on to the net.

Supplementary Reading:

- Strategic Brand Management: Kevin Lane Keller (Prentice Hall, 1998 & 2002)
 - o Building, Measuring and Managing Brand Equity
- Managing Brand Equity: David A Aaker
 - o Concept and definition of brand equity.
- Qualitative Market Research - A practitioners and buyer's guide: Wendy Gordon, Roy Langmaid
 - o One of the early classics on Qual
- Goodthinking: A Guide to Qualitative Research: Wendy Gordon
- Customer Satisfaction Research Management: Derek R. Allen
 - o Written by a practitioner, this book provides for good understanding of Customer Satisfaction research.
- Consumer-Centric Category Management: Nielsen (The Company)
 - o Category Management processes. Case examples
- Principles Of Marketing Engineering: Gary L. Lilien, Arvind Rangaswamy, Arnaud De Bruyn
- Market Response Models: Dominique M. Hanssens, Leonard J. Parsons, Randall L. Schultz
 - o Relatively advance. Provides good understanding of Econometric and Time Series modelling for practitioners
- Marketing Research: Joseph Hair, Jr., Robert Bush, David Ortinau
 - o Basic Concepts and Practices in Market Research
- Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation: Damian Ryan, Calvin Jones
- Inbound Marketing - Get Found Using Google, Social Media, and Blogs: Brian Halligan, Dharmesh Shah