

## Course Outline

**Course Code** : MKT4761L  
**Course Title** : SIM: Consumer Insights for Business Growth  
**Semester** : Semester 2, AY 2024/2025  
**Faculty** : Mr Rajeev Aggarwal  
**Department** : Marketing  
**Email** : rajeev1@nus.edu.sg  
**URL** : <https://bschool.nus.edu.sg/marketing/faculty>

### Overview

Welcome to the world of “Consumer Insights”. Organizations that use consumer insights wisely have an edge. Globally, companies spend more than 100 billion USD on market research alone.

If you ever wonder how world’s leading FMCG, Technology, Government and Pharma companies utilize consumer insights to launch new brands, target profitable customers, position strategically and measure advertising and brand effectiveness, this course will give you answers. This course will enable you to see the world of market research and consumer insights from a practitioner’s point of view. This will enable you to get an insider’s perspective of a market research or marketing career.

### Objectives

This course will accomplish following.

1. Build on basic consumer research/marketing knowledge and expose students to recent changes in consumer research. It would include exposure to some of the consumer insight techniques and tools used by leading clients (P&G, Unilever, J&J, Colgate, Google), advertising agencies and top research agencies (Kantar, IPSOS, Nielsen)
2. Expose students to some real case studies. That would be from clients having an internal strategy session, issuing briefs to consumers insights agencies and using the output to grow their business. Practitioners from various companies will address and discuss their issues with students.
3. Give students the opportunity to solve research/ business problems using various research methodology e.g., quantitative, qualitative (focus groups, depth interviews, ethnography) and some advanced techniques e.g., neuroscience.
4. How the world of market research is changing and how students can equip themselves for the job market. You will have opportunity to network with practitioners of leading Fortune 500 companies/Consumer insights/ analytics/ brand agencies

### Pedagogy

You will learn by listening and working on some real case studies. The real case studies will be provided by the instructor in the first class. You would interact with various research practitioners and users. Questions will be taught/demonstrated using a real data set/ case study used by some leading companies.

## General Guide & Reading

Students will be given datasets in excel and they would solve problem, build stories using those datasets. The students will refer to some basic market research, marketing books and academic paper from time to time. However, this will be a very hand -on course which will give exposure to real world mechanics. Students will also get a good idea of how artificial intelligence is being used in research and what they would need to do to succeed in a new business environment.

## Assessment

Your final grade for this course will be determined as follows:

Assessment Components	Weightage
Individual Class Participation	25%
In Class Quizzes	25%
Group Project	50%

Students will be divided into teams. Each team will do brief case studies for each one group midterm assignment and one group case study.

**Class Participation (25%):** Since the course is very case based and is mirroring the real-world environment, you would have to be curious. There are no right or wrong questions. Please ask whatever you have in mind. You will be assessed on both the quality & quantity of your answers – this includes posting on Canvas discussion boards, interactions with me, and interactions with the guest speakers brought in.

**In Class Quizzes (25%):** There will be 3 quizzes held in class. These focus on your understanding of the classroom and course materials. No make-up quiz will be held if you are absent, unless on medical grounds.

### **Group Project (50%)**

Your group will act as consultant to a marketing team of a Fortune 500 company. You will help your marketing partners to identify an opportunity, develop a new brand in a new market. You will work with marketing team to size opportunity, develop various pieces of a brand (Price, Promotion, Proposition, Place, Pack, Product). You will also give initial thoughts on brand launch success.

The group project deliverables for this course consist of 4 continuous presentations that tie in what we have learnt in class. Each presentation has a fixed weightage, with the final one having a more significant weightage. You will have to submit your slide decks to me for grading as well. Aside from presentations, you will also be assessed based on the questions you ask to other group presentations, as well as a final peer evaluation from your groupmates when the course is completed.

The full breakdown of this 50% is as follows:

- 15% 3 Brand Launch Presentations, 5% each
- 25% Final Brand Launch Presentation
- 10% Peer Review

## **Academic Honesty & Plagiarism**

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’ own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

### **Additional guidance is available at:**

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

## Tentative Schedule & Outline

Week	Lecture Topic	Activity
1	<p><b>Introduction: What is an Insight?</b></p> <p>What is Consumer Insight? How consumer Insights are written? What are the methods used worldwide? How some of the leading brands have used consumer insights to develop iconic brands and campaigns?</p>	<p>Course Introduction</p> <p>Student Introduction</p>
2	<p><b>Research Methods, Briefs, Reports</b></p> <p>What is the process of developing Consumer Insights? How are questionnaires developed and What are the methods and process used to develop insights.</p>	<p>Create groups brand launch presentations</p> <p>Homework: Consumer immersion</p>
3	<p><b>Insights, Hypothesis, Data</b></p> <p>How do companies structure their research? How do they break down the big, overarching issues they want to solve?</p> <p>How do companies get their insights &amp; hypothesis from the data they obtain?</p> <p>Additionally, how do they present your research results in a professional way?</p>	<p>Brand Launch Presentation 1</p>
4	<p><b>Consumer Psychology and Neuroscience</b></p> <p>In addition to hypotheses from data, how do companies bring in psychology / decision-making frameworks to better understand their consumers?</p> <p>Why consumers behave the way they do?</p> <p>How consumers perceive brands, products and advertisements!</p> <p>What are the key factors that influence perception?</p> <p>Rational Vs Emotional Decision Making</p> <p>What are some of the neuroscience techniques being used for better decision making</p>	<p><b>Guest Speaker</b></p>
5	<p><b>Artificial Intelligence in Insights</b></p> <p>How is artificial intelligence changing the insight industry ! What are the tools available and how these tool can be used to expedite decision making. How AI can identify the consumer patterns!</p>	<p>Live Demo of an Artificial Intelligence Product</p> <p><b>Quiz 1</b></p>

6	<p><b>STP &amp; Applications I: Segmentation</b></p> <p>How does segmentation research help companies to target the right customers &amp; position themselves strategically?</p> <p>How segmentation is actually employed by clients -- What are some of the gold standard products used by leading companies like Unilever, Google, J&amp;J?</p>	Guest Speaker
RECESS WEEK		
7	<p><b>STP &amp; Applications II: Personas</b></p> <p>How are segments translated into personas, after data has been analysed?</p> <p>How do personas inform our marketing decisions? How would marketing strategies differ across brands?</p>	Brand Launch Presentation 2
8	<p><b>Concept and Product Development</b></p> <p>What are concepts? And how the concepts are written?</p> <p>How marketers use research to develop winning products ?</p> <p>How some big companies use "Volume Forecasting" to launch new products ?</p>	Guest Speaker
9	<p><b>Advertising and Communication Strategy</b></p> <p>How does our research help our brands to get the communication right in TV and digital spaces?</p> <p>How should we be creative in concept development, in order to drive the right results?</p> <p>How does research help companies &amp; clients develop advertising across culture and countries- a practical perspective?</p> <p>What role(s) do advertising companies play in developing communications?</p> <p>What are best in class pre-testing tools used by companies like Google, Unilever, P&amp;G etc?</p>	Brand Launch Presentation 3
10	<p><b>Pricing Strategy</b></p> <p>What are the various pricing strategy used to decide Price Points?</p> <p>Which pricing Strategy is suitable for new launches!</p> <p>Is Pricing product all science ?</p>	Quiz 2

11	<p><b>Brand Launch Success</b></p> <p>What makes a brand iconic? How do leading companies like Unilever, Colgate, Heineken measure brand in-market performance?</p> <p>What are the brand measurement tools used by leading clients? How do clients make decisions on developing ads in different countries?</p>	Guest Speaker
12	<b>Final Brand Launch Presentation</b>	20min per group
13	<b>Wrap Up</b>	Guest Speaker/ Quiz 3