INTRODUCTION

Do we really know the consumer?

In order to decide the right strategy and implement the right action is crucial to understand the consumer. Apart from the pragmatic behavior, the deeper knowledge of the consumer is the key for the success in our company, developing clients who are really loyal to our company and not only consumers. We have a lot of examples of companies that although with great products and services, they haven’t succeeded in the market because they haven’t being able to understand the consumer.

We need clients for our long term strategies and to do so we need:
- to understand the consumer
- to know how to provide them value through our products and services
- to know how to communicate our value to them

This course tries to provide the knowledge and skills to understand the consumer and put this knowledge into specific strategies and actions.

AIMS

In this course the students will:

- Understand deeper the relevant aspects of the "consumer". As a consumer research technique the means-end-chain will be put into practice.
- Learn how the consumer interprets the stimuli he receives from a company (through the brand, the store, the communication actions...).
- Analyze the attitude of the consumer as a crucial process influencing the consumers’ actions and feelings towards the company.
- Put into action efficient communications and message development for the consumer to be engaged with the company (turning into customer).

METHODOLOGY

Learning methodology:
- Lectures with a practical approach
- Case studies
- Readings
- Videos
- Group work
- Tutorials
EVALUATION

Participants will be evaluated on the basis of:
- Class participation 33%
- Exam / Final test 33%
- Group work project 33%

BIBLIOGRAPHY

- Books

- Readings

- Videos

- HBR Case studies
  - Old Spice: Revitalizing Glacial Falls. Case Study by Derek D. Rucker and David Dubois, 2011.