Prof. Robert V. Kozinets, Ph.D.

**CONSUMER IN THE REAL WORLD**

V-Nr. 4194

**SYLLABUS**

**FALL SEMESTER 2011**
Quick Overview

Instructor:
Prof. Robert V. Kozinets, MBA, Ph.D.
Visiting Professor
Schulich School of Business, York University
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Type:
Seminar

Target Audience:
This course is acknowledged for MA and assigned to the „Wahlpflichtbereich” BWL 4.

Frequency:
Fall 2011

AP (ECTS):
3

Work load statement:

<table>
<thead>
<tr>
<th>Part</th>
<th>%</th>
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<tbody>
<tr>
<td>Class participation*</td>
<td>30%</td>
</tr>
<tr>
<td>Initial Observational-Interview Report Presentation*</td>
<td>15%</td>
</tr>
<tr>
<td>Social Media Netnography Report Presentation*</td>
<td>15%</td>
</tr>
<tr>
<td>Final Consumer Behavior Presentation*</td>
<td>40%</td>
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</tbody>
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*individual assessment
*group assessment

Maximum Amount of Students:
- (limited only by room size)

Course Focus

This course is designed to develop and deepen students understanding of consumer behavior and to practice applying that knowledge to pragmatic marketing problems. Specifically the course is configured to help answer the question “How can my understanding of the contemporary consumer’s thoughts and actions help me to become a more successful marketer?”

The course focuses on the way real consumers think and interact in the real world, how sophisticated naturalistic research can reveal the marketing implications of these thoughts and interactions, and how firm marketing planning can take advantage of these discoveries. The course content is designed to be maximally practical, and to help people pursuing careers in marketing research, brand management, general marketing management, product and service consulting, entrepreneurial ventures, and crossovers of a number of these functional areas.
Language:

English

Recommended Books

- Cova, Kozinets, and Shankar (2010), Consumer Tribes
- Kozinets (2010) Netnography: Doing Ethnographic Research Online
- Gladwell (2000) The Tipping Point
- Pine and Gilmore (1999) The Experience Economy
- Grant McCracken (2005) Chief Culture Office
- Paco Underhill (2003), Why We Buy

Required Readings

- Course Packet

Prerequisite:

- 

Access:

You have to officially enroll to this seminar by using the Buchungsplattform for fall 2011. It is NOT necessary in this case to apply at our chair. Thank you!

Grading:

Participation, presentations.

Dates:

9:00 - 16:00, Monday 12th - Thursday 15th September, 2011

Location:

tba

Further information:

- www.uzh.ch/market-research
- blackboard Market Research, Plattenstrasse 14, 4th floor

Note:

This information in the syllabus supports the official information in the electronic university calendar (VVZ – Vorlesungsverzeichnis). In cases of doubt, the official information at the VVZ is valid.
Class Participation (30%)

- Cold calling will be used to even out and encourage widespread class participation. You are expected to be prepared each class. All absences, early exits, late entries, and distractions in class will be reflected in your class participation grade. Students who do the readings, who also do optional readings and who can integrate them in class discussion and share them for the benefit of all will distinguish themselves and earn a high participation grade. Participation quality and quantity will be assessed after each day and will result in a numerical evaluation out of 100 provided after the end of the course.

Note: Your best efforts in your Team are expected. Your team performance may be assessed and reported as requested by your team-mates and as required by the general tenor of this class.

Consumer Behavior Cool Hunt Project, Stage 1: Preliminary Videographic Observational-Interview Report (15%)

- In teams of four or five people, you will investigate the trends surrounding “coolness” in a particular industrial-product category to be assigned in the first class after teams are formed. Teams will explore the consumption of a particular type of good across multiple contexts and using multiple methods to provide a nuanced understanding and account. Principles of consumer behavior will be taught and learned through naturalistic engagement with actual consumption phenomena as they transpire through social and embodied interactions.

- Industrial-product categories for each team will be assigned randomly during the first class, after team formation. Each industry will be assigned to only one group. The types of consumption each group will engage are the following:

1. Food
2. Travel and Tourism
3. Entertainment (film, music, videogames, TV programs)
5. Luxury Goods
6. Hardware and Housewares
7. Clothing and Footwear
8. Automobiles
9. Pets and pet accessories
10. Non-profit Giving and Charity
In the first “videographic” stage, your team will engage in observational-interview work, examining what is cool by observing relevant behavior and by interviewing at least two people (one male, one female) about their behavior in your target area. You will then offer a description of your cool-hunting findings and initial suggestions for a new product or service that will meet a “coolness gap” or address a “coolness issue” that you identify. You must film your observations using a camera phone such as an iPhone, or a camcorder (if you have access to one). This video, edited or unedited, will form a part of your initial and final presentation.

Your report will consist of a deck of 3-5 slides and a short video to be presented in class. It will be constructed under extreme time pressure, as is realistic in such situations.

**Consumer Behavior Cool Hunt Project, Stage 2: Preliminary Netnographic Report (15%)**

In the teams of four or five people, you will investigate the trends surrounding “coolness” in a particular location, industrial-product category, and/or cultural site. In the second “netnographic” stage, your team will engage in observational work, examining what is cool in the category by observing relevant behavior online using the method of netnography. You will follow guidelines of research focus, community selection, data collection, and data analysis. You will then offer a description of your cool-hunting findings and initial suggestions for a new product or service that will meet a “coolness gap” or address a “coolness issue” that you identify. You will present your observations, including some direct quotes and data from the consumer, in class.

Your report will consist of a deck of 4-7 slides to be presented in class. It will be constructed under extreme time pressure, as is realistic in such situations.

**Consumer Behavior Cool Hunt Project, Stage 3: Final Project Report (40%)**

For the final report, each team will have 10-15 minutes to present their developed idea for a new product or service in this category, and to explain how it was derived from deep consumer behavior understanding. Here, you may wish to deepen your observational, interview, and netnographic research with additional research and interviews, or other methods. You will proceed to refine and develop your plan for a new product or service to address the “Coolness gap.” In your presentation, you will present your findings as (a) an existing, unfilled customer need that should be addressed, and (b) a new product or service that can address them. Grading of the presentation will be based not only on research technique and interesting findings, but the way in which you use your consumer behavior data to craft a viable, coherent, and detailed marketing strategy and plan. You will present your plan in class on the morning of September 15, 2011. A copy of the presentation slides are also due to the professor by email by the time of the presentation.

**Student Conduct, Rights and Responsibilities**

General ethics and student conduct concerns may apply to the specific components of this course.
Course Schedule

Class 1: iConnect: Meet The Postmodern Consumer
(12 September 2011, 09:00 - 12:00)

- Course Outline (see web-page version, with other course-relevant web-page documents)
- Campbell, Colin (1987), The Romantic Ethic and the Spirit of Modern Consumerism, Chapter 1: Introduction: available from Google books online
- In-class video: “The Persuaders” – PBS documentary
- External Exercise: Introspection (to complete from 13:00-14:00)
- Team Formation Exercise and Initial Assignments

Class 2: Metatheorizing: Methods for Understanding and Applying Consumer Understanding (12 September 2011, 14:00 - 16:00)

- In-Class Exercise: Consumer Interviews
Class 3: Consumption of the Physical: Retail Spaces, Material Places, and Videography Understanding (13 September 2011, 09:00 - 12:00)

- “What Women Want,” Chapter 6 from Why We Buy: The Science of Shopping, Underhill, 1999
- Guest Video: Bruno Moynie, Innovare, Wendy’s
- Visual In-class: Logorama

Class 4: Observation-Interview Presentations and Class Discussion (13 September 2011, 14:00 - 16:00)

- “A Dangerous Attitude,” Chapter 5 from Brand Hijack, Alex Wipperfurth, 2005
- In-Class Exercise: Class Presentations

Class 5: Tribalization, Ethnography, and Netnography (14 September 2011, 09:00 - 12:00)

- The Science of Desire, BusinessWeek, 2006, available online at http://www.businessweek.com/magazine/content/06_23/b3987083.htm
- Consumers in the Mist (BusinessWeek 2001), online at http://www.businessweek.com/archives/2001/b3721102.arc.htm
Class 6: Netnography Presentation and Discussion  
(14 September 2011, 14:00 - 16:00)


Class 7: Final Consumer Behavior Report Presentations  
(15 September 2011, 09:00 - 12:00)

- Final Presentations

Class 8: Myths, Stories, and Marketing to the Social Media Consumer  
(shortened day, 14 September 2011, 13:00 - 14:30)

- Gilmore, James and Joseph Pine (2002), “The Experience is the Marketing,” Strategic Horizons, 