



BURKE INSTITUTE

**Applying Research  
and Insights:**  
*Customer, Brand, Product*

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Seminar RA01

# Applying Research & Insights: *Customer, Brand, Product*

## SESSION 1: CUSTOMER, BRAND AND PRODUCT DECISIONS

- Identifying management's strategic and tactical decision needs and linking research results to those needs
- Use and abuse of marketing research in the corporate environment
- A framework for assessing the role of marketing research in the planning process
- How to understand the client's decision process and needs

## SESSION 2: UNDERSTANDING YOUR CUSTOMERS – MARKET SEGMENTATION

- The need and the implications of understanding customer needs and adapting the marketing mix to specific segments
- The bases and the analytical tools used in segmentation research
- Presenting actionable segmentation results to management
- Case studies illustrating the methodology and applications of segmentation research

## SESSION 3: UNDERSTANDING YOUR CUSTOMERS – CUSTOMER SATISFACTION / LOYALTY RESEARCH

- Components of a customer satisfaction monitoring program - discovery, benchmarking, tracking and implementation
- Key issues in customer satisfaction research - what to measure, from whom, how to gather the data and how to analyze and interpret it
- Applying customer satisfaction research results to business decisions

## SESSION 4: UNDERSTANDING YOUR COMPETITION – MARKET STRUCTURE AND POSITIONING RESEARCH

- Defining and identifying competition
- Determining competitive market structure
- How to assess competitive positioning: qualitative procedures, including social media monitoring and establishing online communities
- Quantitative positioning: the considerations, key steps and analytical procedures
- Components of a competitive intelligence system; sources of competitive information
- Gaining competitive advantage

# Applying Research & Insights: *Customer, Brand, Product*

## SESSION 5: MANAGING PRODUCTS AND SERVICES (Part 1): CONCEPT DEVELOPMENT AND OPTIMIZATION

- Research tools applicable at the various stages in a product's life cycle, including research for new products, idea generation procedures, concept testing and concept optimization
- Analytical techniques such as conjoint analysis and discrete choice modeling useful in product research

## SESSION 6: MANAGING PRODUCTS AND SERVICES (Part 2): RESEARCHING PRICE

- The decisions involved in choosing the best pricing strategy for a firm
- Information needed to make informed pricing decisions and how research can help
- Structured and unstructured approaches and analytical strategies to assess the impact of alternative prices and to help select the optimal price
- Price sensitivity measurement, conjoint analysis, discrete choice models and other analytical approaches in pricing research

## SESSION 7: MANAGING PRODUCTS & SERVICES (Part 3): FORECASTING SALES & ADVERTISING RESEARCH

- Choosing the appropriate forecasting techniques by stage in product life cycle
- Using test marketing and simulated test markets (STM's)
- Judgmental, timeseries and causal models for forecasting sales
- Conducting advertising research (Advertising decisions and supporting research methods; diagnostic and evaluative procedures to test advertising content and implementation; media/audience research for print, broadcast, and internet; ATU studies and tracking a brand's progress over time)