

MARK 7397: Customer Insights

Spring 2023, Mondays 6 to 9 PM

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Course Description

This course focuses on understanding how consumers acquire and consume goods and services to generate insights about what drives their preferences and behavior. We will approach consumption from psychological, sociological and economic vantage points, and study it both at the individual and societal level. Our goal will be to grasp key insights that drive human behavior. Specifically, we will look at how social, economic, cultural, psychological and technological forces shape what people think, feel, and do, and how they create/adopt meaning in their everyday life as consumers. We will also take a brief introduction to qualitative and quantitative methods used for generating insights about the consumers. While we will encounter theoretical frameworks as part of the course, there will be an emphasis on applying the conceptual issues. This will be done through a “Consumer Insights Project”.

Principal Course Outcome:

My aim is to help you take unstructured consumption situations and fluently deconstruct them using the lenses (aka theoretical frameworks) and methods, to outline key consumer insights that will help inform marketing strategy of both for-profit and not-for-profit entities.

Course Format:

This course is offered in two formats, face-to-face (with some meetings synchronous online), and full synchronous online.