

DEI 624: Understanding the Consumer Universe: Market Research in Digital Media
University of Waterloo
Masters in Digital Experience Innovation
Winter Term 2017 | Tuesdays, 4-6:50 PM | DMS 3129

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Office Hours: By Appointment

Course Description

Understanding the consumer universe in ways that can lead to business success is a vital goal of market research, and a core component of business anthropology. This course instructs you in the key methods of exploratory and confirmatory research for understanding consumer behaviour. You are instructed in the qualitative methods of market ethnography, where you will learn how to develop the tools to recognize business opportunity through interviews, focus groups, and personal observation. You are also instructed in the quantitative methods of market survey, where they learn how to measure the potential of business opportunity through sampling with consumer polls, questionnaires, and combined research strategies. You will gain an understanding of the “do’s” and “don’ts” of market research, particularly in terms of how gaining insight in consumer needs and behaviours can influence important business decisions.

Required Text

[CB, 2nd Edition](#) by Barry J. Babin

Additional Readings

Links to and/or digital copies of additional required readings and/or documents will be provided online via [UW Learn](#).

Course Schedule

Session	Topics Covered	Readings	Assignments & Deliverables
Session 1 Tuesday January 3, 2017 4-6:50 PM	> Course Introduction > Introduction to Consumer Behavior > Value and the Consumer Behavior Value Framework	CB Chapters 01-02	N/A
Session 2 Tuesday January 10, 2017 4-6:50 PM	> Ethnography & Netnography > Consumer Learning Starts Here: Perception > Comprehension, Memory and Cognitive Learning	CB Chapters 03-04	Group Project Roles
Session 3 Tuesday January 17, 2017 4-6:50 PM	> Motivation & Emotion: Driving Consumer Behavior > Personality, Lifestyles and the Self-Concept	CB Chapters 05-06	Individual Project 2
Session 4 Tuesday January 24, 2017 4-6:50 PM	> Attitudes & Attitude Change > Consumer Culture	CB Chapters 07-08	
Session 5 Tuesday January 31, 2017 4-6:50 PM	> Microcultures > Group & Interpersonal Influence	CB Chapters 09-10	Individual Project 3
Session 6 Tuesday February 7, 2017 4-6:50 PM	> Consumers in Situations	CB Chapter 11	Group Project Storyboard
Session 7 Tuesday February 14, 2017 4-6:50 PM	> Decision Making I: Need Recognition and Search	CB Chapters 12	Group Project Sound
No Class February 21, 2017 [Reading Week]			

Session 8 Tuesday February 28, 2017 4-6:50 PM	> Decision Making II: Alternative Evaluation and Choice	CB Chapters 13	Individual Project 4
Session 9 Tuesday March 7, 2017 4-6:50 PM	> Consumption to Satisfaction	CB Chapters 14	Group Project Rough Cut
Session 10 Tuesday March 14, 2017 4-6:50 PM	> Consumer Relationships	CB Chapters 15	N/A
Session 11 Tuesday March 21, 2017 4-6:50 PM	> Marketing Ethics and Consumer Misbehaviour	CB Chapters 16	Group Project Refined
Session 12 Tuesday March 28, 2017 4-6:50 PM	N/A	N/A	Group Project <i>Final</i> Individual Project 1 <i>Final</i>

Assignments & Deliverables

Throughout the life of the course, students will work on four individual projects and one group project, with deliverables and student submissions tracked online via [UW Learn](#). Deliverables (as outlined under the “Assignments & Deliverables” column of the Course Schedule) will be presented either in class or online, depending on the project and specific instructions provided in class.

Below is a description of each of the projects students will work on as part of this course:

1. **Group Project.** All students in class will form one large group which will develop a promotional video for the Waterloo | Stratford campus User Research and Engage Lab. Students within the group will adopt specific roles such as *producer, editor, copywriter, designer, sound engineer* and *post production*, and can choose to maintain or swap these roles with other students from project concept to completion. As part of the group project, students in the group will form five exploratory groups that will tour the User Research and Engage Lab to learn about its capabilities while shooting video that the collective team will pool together to cut, edit and incorporate into one final video.
2. **Individual Projects.** Of the four individual projects, the first will span the entire term and is the most laborious: Each student will use the Twitter social networking service to keep track of (or listen to conversations surrounding) a brand of their own choosing and – over a period of 10 weeks – collect, document and analyze ‘online chatter’ regarding the brand using a Microsoft Excel spreadsheet. At the conclusion of the study, on the final day of class, an infographic summarizing findings in addition to a 1-2 page individual project final report outlining any insights, overall sentiment and recommendations (including the spreadsheet as an attachment) will be turned in. Information on other individual projects will be provided throughout the term online via [UW Learn](#) and in class.

Grading

20%	Attendance
40%	Participation: Class Contribution & Individual Assignments
40%	Final Group Project

NOTE ON AVOIDANCE OF ACADEMIC OFFENSES

Academic Integrity: In order to maintain a culture of academic integrity, members of the University of Waterloo are expected to promote honesty, trust, fairness, respect and responsibility.

Discipline: A student is expected to know what constitutes academic integrity, to avoid committing academic offences, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course professor, academic advisor, or the Undergraduate Associate Dean. When misconduct has been found to have occurred, disciplinary penalties will be imposed under Policy 71 – Student Discipline. For

information on categories of offenses and types of penalties, students should refer to Policy 71 - Student Discipline, <http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm>

Grievance: A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70 - Student Petitions and Grievances, Section 4, <http://www.adm.uwaterloo.ca/infosec/Policies/policy70.htm>

Appeals: A student may appeal the finding and/or penalty in a decision made under Policy 70 - Student Petitions and Grievances (other than regarding a petition) or Policy 71 - Student Discipline if a ground for an appeal can be established. Read Policy 72 - Student Appeals, <http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm>

Academic Integrity website (Arts): http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html

Academic Integrity Office (UW): <http://uwaterloo.ca/academicintegrity/>

Accommodation for Students with Disabilities:

Note for students with disabilities: The Office for Persons with Disabilities (OPD), located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with the OPD at the beginning of each academic term.