



DEPARTAMENT : MERCADOLOGIA (MCD)
PROGRAM..... : MESTRADO E DOUTORADO EM ADMINISTRAÇÃO DE EMPRESAS
COURSE..... : APPLIED RESEARCH IN BUSINESS-TO-CONSUMER (B2C) MARKETING
PROFESSOR..... : LEANDRO A. GUISSONI [HTTP://LATTES.CNPQ.BR/6380311136452249](http://lattes.cnpq.br/6380311136452249)

* THE COURSE WILL BE TAUGH IN PORTUGUESE

1o/2020

SYLLABUS

COURSE DESCRIPTION

This course targets those students interested in understanding how to develop applied research with special focus on the consumer decision journey in the context of consumer brands, consumer packaged goods companies and retailers. The course deals with research that focuses on substantive business problems and is supported by a sound methodology to emphasize relevance and impact with broad managerial implications.

LEARNING GOALS

The course learning goals are presented in the table below, showing how they contribute to the learning goals related to the objectives of CMCDAE.

CMCDAE Objectives	Course learning goals	Level of Contribution *
Qualitative research methods	Students will review case studies that use qualitative methods important for developing applied research projects that could be published in top international journals aimed at practitioners or even in a top case database	●○○
Quantitative research methods	Students will review recent theoretical advances in analytical models (e.g., modeling and field experiments) relevant to improving various aspects of marketing strategies in a business-to-consumer (B2C) environment	●○○
Knowledge of research themes and theory	Students will be at the forefront of the marketing literature by reading and discussing changes in the research and practice of consumer marketing related to hot topics outlined in this course that can contribute to their research projects	●●●
Research procedures	Students will understand different research procedures described in the literature from top marketing journals in order to identify future research that must be rigorous, precise, and relevant	●○○
Relevance and innovation in research	Students will be prepared to analyze a consumer company's business model with a special focus on the marketing functions as well as the relevant literature in order to find marketing challenges and research gaps that can lead to relevance and innovation in research in the field	●●●
Development of academic papers	Students will be able to connect theory and practice by writing the introductory section of their research projects to include some of the topics discussed in class and to explain the relevance for the practice	●○○



of consumer marketing. This process can help students to improve their writing for top academic journals that are calling for relevance

Other course learning goals: In addition, these objectives for the course are:

- To understand concepts, models, applications through research articles and real-world examples that form the foundation of business-to-consumer marketing and consumer brand marketing
- To enable the student to identify research projects that represent priority areas in consumer marketing, and understand how to foster the collaboration between marketing scholars and practitioners from packaged goods companies and retailers
- To provide the skills necessary to develop research in consumer marketing that focuses on substantive business problems with further potential to be considered for publication in marketing journals. As a result, to build thought leadership content with articles, media, case studies and teaching activities

LEVEL OF CONTRIBUTION *			
High	Medium	Low	None
●●●	●●○	●○○	○○○

COURSE CONTENT

- Consumer brand marketing in developed and emerging markets
- Marketing analytics and metrics
- Marketing mix models
- Field experiments
- Customer engagement marketing and customer journey
- Multi- and Omni-Channel Marketing
- Sales Force Management
- Digital disruption and e-commerce

METHODOLOGY

- Scientific papers and research reports
- Articles published in journals and professional magazines (e.g., Harvard Business Review, Sloan Management Review, McKinsey Quarterly)
- Practice problems, readings, simulations, case studies and student led project discussions that allow students to practice their ability to build a connection between the marketing literature and practice
- Lectures with scholars and industry experts
- Exercises and seminars

The learning process is student-centered, which calls for preparation and the prior undertaking of the recommended activities and readings.

ASSESSMENT

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| 1. Applied Research Project (individual) | 40% |
| 2. Exercises (apresentação de artigos, in pairs) | 30% |
| 3. Class Contributions | 30% |

COURSE SCHEDULE

Class	Topic	Assignment
1	Consumer Brand Marketing	See guidelines on eclass for this specific class



	Decoupling and the customer value chain in B2C marketing Bridging the Gap Between Theory and Practice in B2C marketing	
2	Consumer Behavior and Shopper Marketing; Customer Engagement Marketing	See guidelines on eclass for this specific class
3	Digital Disruption; Digital Marketing and Social Media	See guidelines on eclass for this specific class
4	Integrated Marketing Communication and Price Promotion; Marketing Channels: Multi- and Omni-Channel Marketing	See guidelines on eclass for this specific class
5	Products and Branding; Retailing	See guidelines on eclass for this specific class
6	Technology and Analytics in B2C Marketing Research; Field Experiments in B2C; Simulation Game	See guidelines on eclass for this specific class
7/8	Field Experiments in B2C Marketing Research; Simulation Game; Pitch your final project	See guidelines on eclass for this specific class

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Leandro Guissoni – Short Bio

Leandro Guissoni is a faculty in the marketing unit at FGV (São Paulo School of Business Administration, Fundação Getúlio Vargas) and a Research Fellow of the Darden School of Business, University of Virginia. He has also served as a visiting scholar at Harvard Business School in 2018 to work on e-commerce projects during his post-doctoral research. At FGV he teaches Marketing Analytics and E-Commerce, both courses first created and offered at FGV by him. Guissoni has won awards for his teaching every year since 2013. He served as the head of the Johnson & Johnson Brand Challenge from 2013-2016, a course winner of the 2014 Best Teaching Practices Award promoted by FGV. His books on *Marketing Metrics*, *Trade* and *Shopper Marketing* have sold more than 20,000 copies, and the latter was selected as 2011 book of the year in Brazil. He holds a PhD in Business from the University of Sao Paulo, and while he completed his PhD research, he visited University of California and University of Virginia, working with marketing professors Raj Venkatesan and Paul Farris. In 2015-2016, he returned to Darden as an Adjunct Faculty, with his research sponsored by the Batten Institute, teaching Darden’s elective class, Marketing Metrics, in the Full-Time MBA. Prior to his current role at FGV, he was a partner of Markestrat Consulting and worked in the Marketing Department at Coca-Cola in Brazil. Leandro is also a board member of two companies: ToolboxTM, a local consultancy in Brazil that serves large global and local consumer packaged goods companies, and Sharp Seeling, a startup company that offers mobile app solutions for training sales force. Currently, he is one the chairs of the Latin American Retail Annual Conference hosted in Brazil (CLAV-FGV). Guissoni’s research area is Marketing Analytics, Omnichannel and E-Commerce, and his research has been featured in the *Journal of Retailing*, *Harvard Business Review (online)*, *Marketing Intelligence & Planning*, and *The Washington Post*. He has developed applied research projects and case studies in collaboration with leading companies and executives in Brazil such as Natura, Coca-Cola, OLX, Nielsen, Johnson&Johnson and Magazine Luiza.