



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 TAUGHT IN **PORTUGUESE**

1o/2019

SYLLABUS

COURSE OBJECTIVES

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.

In addition, this course reviews recent theoretical advances in analytical models (e.g., modeling and field experiments) relevant to improving various aspects of marketing strategies in a B2C environment, which could in turn lead students to identify further opportunities in the marketing literature and methodology. The 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

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.



ELEMENTS OF THE COURSE GRADE

1. Applied Research Project (two students)	40%
2. Exercises	30%
3. Class Contributions	30%

COURSE SCHEDULE

Course summary to be presented in class. Please see Course References.

REFERENCES

Books

1. Farris, Paul, Neil Bendle, Phill Pfeifer, David J. Reibstein (2013), *Marketing metrics 50+ metrics every executive should master*. Upper Saddle River, NJ: Wharton School, 2013
2. Teixeira, Thales, Greg Piechota. *Digital decoupled: How Your Customers Broke your Business (forthcoming)*.
3. Kumar, V. (2008), *Optimal Allocation of Marketing Mix Resources*. In: Roger A. Kerin and Rob O'Regan (Org.). *Marketing Mix Decisions: New Perspectives and Practices*. American Marketing Association, 2008, p. 113-153.
4. Venkatesan, Raj, Paul W. Farris, Ron T. Wilcox (2014), *Cutting Edge Marketing Analytics: Real World Cases and Data Sets for Hands on Learning*, Pearson FT Press, 2014.
5. Venkatesan, Raj, J. Andrew Petersen, **Leandro A. Guissoni** (2017). *Measuring and Managing Customer Engagement Value through the Customer Journey*. In: Robert W. Palmatier; V. Kumar; Colleen M. Harmeling. (Org.). *Customer Engagement Marketing*. 1ed. London: Palgrave Macmillan, 2017, v. 1, p. 53-74.

Articles in Scientific Journals

1. Ataman, M. Berk, Carl F. Mela and Harald J. van Heerde (2008), "Building Brands," *Marketing Science*, 27 (6), 1036–58.
2. Ataman, M. Berk, Harald J. van Heerde and Carl F. Mela (2010), "The Long-term Effect of Marketing on Brand Sales," *Journal of Marketing Research*, 47 (5), 866–82.
3. Bell, David, Daniel Corsten and George Knox (2011), "From Point of Purchase to Path to Purchase: How Preshopping Factors Drive Unplanned Buying," *Journal of Marketing*, 75 (January), 31–45.
4. Corstjens, Marcel, Andris Umblijs and Chao Wang (2011), "The power of inertia: conservatism in marketing resource allocation," *Journal of Advertising Research*, v. 51, n. 2, p. 356-372.
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8. **Guissoni, Leandro A.**, Matheus A. Consoli and Jonny M. Rodrigues (2013), "Is Category Management in Small Supermarkets Worth the Effort?," *RAE Revista de Administração de Empresas*, 53 (6), 592–603.
9. Harmeling, Colleen, Jordan W. Moffett, Mark J. Arnold, and Brad D. Carlson (2017), "Toward a Theory of Customer Engagement Marketing," *Journal of Academy of Marketing Science*, v. 45 (3), p. 312-335.
10. Kumar, V., (2018) "A Theory of Customer Valuation: Concepts, Metrics, Strategy, and Implementation," *Journal of Marketing*, v. 82 (1), p. 1-19.
11. Kumar, V., Sarang Sunder and Amalesh Sharma (2015), "Leveraging Distribution to Maximize Firm Performance in Emerging Markets," *Journal of Retailing*, 91(4), p. 627-643.
12. Lemon, Katherine N. and Peter C. Verhoef (2016), "Understanding Customer Experience Throughout the Customer Journey," *Journal of Marketing*, 80, p. 69-96.



13. Liaukonyte, Jura, Thales Teixeira, and Kenneth Wilbur (2015), "Television Advertising and Online Shopping," *Marketing Science*, 34 (3), p. 311–330.
14. Liu, Xuan, Thales Teixeira and Michel Wedel (2018), "Video content marketing: the making of clips," *Journal of Marketing*, v. 82, p. 86-101.
15. Ngwe, Donald and Thales Teixeira (2018), "The impact of increasing search frictions on online shopping behavior: Evidence from a field experiment," *Journal of Marketing Research* (*forthcoming*)
16. Pansari, Anita and V. Kumar (2016), "Customer Engagement: The Construct, Antecedents, and Consequences," *Journal of Academy of Marketing Science*, *forthcoming*.
17. Pauwels, Koen (2004), "How Dynamic Consumer Response, Competitor Response, Company Support, and Company Inertia Shape Long-Term Marketing Effectiveness," *Marketing Science*, 23 (3), 596–610.
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2. Brynjolfsson, Erik, Yu Jeffrey Hu and Mohammad S. Rahman (2013), "Competing in the age of omnichannel retailing," *Sloan Management Review*, 54(4).
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8. Prado, Lucas S., **Leandro A. Guissoni**, Marco Tulio Kehdi (2018), "O vendedor na disrupção digital," *GV Executivo*, 17, p. 12-16.
9. Teixeira, Thales S., **Leandro A. Guissoni**, and Tania Modesto Veludo-de-Oliveira. "Digital Transformation at Brazilian Retailer Magazine Luiza." *Harvard Business School*, 519-009, August 2018.



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11. Teixeira, Thales S., Donald Ngwe, **Leandro A. Guissoni**, and Samy Dana. "The Global Challenge to Become Profitable in E-Commerce." Harvard Business School Multimedia/Video Supplement 519-702, November 2018.

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, Nielsen, Johnson&Johnson and Magazine Luiza.