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ADVANCED SCHOOL

OF

Marketing Research

November 9-14

Terry College of Business,
 University of Georgia • Atlanta, GA

2008



2008

ADVANCED SCHOOL

OF

Marketing Research

For full conference details, agenda and to register, visit
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November 9-14

Terry College of Business,
 University of Georgia • Atlanta, GA

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COCA-COLA CENTER
 FOR MARKETING STUDIES
 TERRY COLLEGE OF BUSINESS

*You are cordially invited to attend the
AMA Advanced School of Marketing Research, to
be offered November 9-14, 2008 at the Terry College of
Business Executive Education Center
in Atlanta, Georgia.*

This program focuses on advanced marketing research methods and models and their application to the marketing problems faced by the professional marketing research director, manager, or provider. Leading experts from industry and academe share their knowledge and experience in applying advanced research techniques to the challenges faced by marketing executives.

This year's program highlights a variety of marketing research topics including linking marketing research to marketing strategy, competitive intelligence, data mining, segmentation, experimental design for conjoint and discrete choice modeling, qualitative research methods, structural equation modeling, measuring brand equity and customer equity, customer loyalty and profitability research, and on-line research developments.

The Advanced School provides researchers with:

- An understanding of the most current and advanced methods and models of marketing research used to solve marketing challenges.
- An opportunity to interact with leading practitioners and peers and to learn from the experience of others.
- Insight regarding the broad applicability of marketing research methods to marketing decision-making.

IS THIS FOR ME?

This course is designed for professional marketing researchers who have a solid base of experience in marketing research and who understand how marketing research works. Managers of the marketing research function will also benefit from attendance by becoming more familiar with advanced research methods used in the industry and by seeing ways in which these advanced methods are applied across a wide array of industries and problems. To maximize the benefit of this program, attendees should have a fundamental understanding of basic statistical methods.

Attendees will have ample opportunity to exchange views and experiences with each other and faculty in the state of the art classroom facilities at the Terry College Atlanta Executive Education Center located in the Buckhead area of Atlanta. Instructors for the school have been selected from the marketing research industry for their knowledge of the practice of marketing research. These experienced individuals will bring a pragmatic focus to their sessions while introducing the latest thinking in both research theory and research application.

Sunday, November 9, 2008

5:30 – 6:30 p.m.

Registration

6:30 – 8:30 p.m.

Welcome Reception, Dinner, and School Orientation

Monday, November 10, 2008

8:30 – 10:00 a.m.

MARKETING RESEARCH & STRATEGY

RAJIV GROVER, Dean, Fogelman College of Business and Economics, University of Memphis

Many times marketing research projects are chosen to be executed based on tradition or “text-book” prescription. The purpose of this session is to show that when marketing research is conducted, as dictated by marketing strategy rather than based just on the decision at-hand, not only are the right decision questions answered but also significant efficiencies are garnered. Besides the choice of the problem(s) to resolve, the session also highlights the importance of problem definition, research design and triangulation. Two real cases, one from B-to-B and another from B-to-C, are used to illustrate the significance of the

relationship between marketing strategy and marketing research. A real life case that will be a hands-on exercise is used to illustrate the link between marketing strategy and research design.

10:00 – 10:30 a.m.

Break

10:30 a.m. – 12:00 noon

MARKETING RESEARCH & STRATEGY, CONTINUED

12:00 noon – 1:15 p.m.

Lunch

1:15 – 3:00 p.m.

CUSTOMER LOYALTY AND PROFITABILITY

V KUMAR PH.D., Richard and Susan Lenny Distinguished Chair Professor of Marketing, and Executive Director, Center for Excellence in Brand & Customer Management, J. Mack Robinson College of Business, Georgia State University

In this session we will review the traditional measures of loyalty, discuss the relative benefits of these measures and then link them to profitability. The relationship between loyalty and profitability is evaluated in multiple industries. We will evaluate the next generation measure of loyalty: customer lifetime value. You will learn not only how to define lifetime value but also how to measure it. We will then

compare this metric to the traditionally used measures of loyalty and see how much money has been left on the table all these years. We will also demonstrate how to switch from the traditional measures of loyalty to implementing customer lifetime value concepts. Several interesting case studies will be discussed.

3:00 – 3:30 p.m.

Break

3:30 – 5:00 p.m.

MAXIMIZING ROI THROUGH IMPLEMENTING CUSTOMER LIFETIME VALUE

V KUMAR PH.D., Richard and Susan Lenny Distinguished Chair Professor of Marketing, and Executive Director, Center for Excellence in Brand & Customer Management, J. Mack Robinson College of Business, Georgia State University

In this session, we will discuss the concept of customer lifetime value and customer equity, and will offer a framework that allows managers to (1) Identify and target the best customers, (2) Allocate optimal marketing resources for each customer, (3) Pitch the right product to the right customer at the right time, and (4) Link acquisition and retention strategies for maximizing profitability. The above concepts will be illustrated with the customer databases of large B-to-B and B-to-C firms.

Tuesday, November 11, 2008

8:30 – 10:00 a.m.

MEASURING BRAND EQUITY

TOM MADDEN, Professor of Marketing, University of South Carolina

These sessions will focus on the theory and practice of measuring brand equity. We will begin with a discussion of the components of brand equity. Next extant approaches to measuring brand equity are presented and compared. The majority of the presentation will be devoted to demonstrating how brand ratings can be used to infer the equity that may have occurred to a brand. This approach relies on a recently developed brand equity model, which utilizes brand ratings to determine whether general brand impressions or brand-specific associations are driving brand ratings. A number of brand equity diagnostics are developed and illustrated in the context of several applications.

10:00 – 10:30 a.m.

Break

10:30 a.m. – 12:00 noon

MEASURING BRAND EQUITY, CONTINUED

12:00 noon – 1:15 p.m.

Lunch

1:15 – 3:00 p.m.

STRUCTURAL EQUATION MODELING

CHRISTINA LIAO, Group Head, Marketing Science, CMI

The objective of this session is to introduce the technique of Structural Equation Modeling (SEM), a powerful analytical tool that depicts more realistically the cause and effect relationships among a set of performance measures and latent traits underlying these measures. Marketing research in the B2B and B2C environments usually involves the study of dynamic relationships among business processes, consumer perceptions, and product performance. The traditional key driver approach using regression analysis tends to simplify such relationships and loses sight of the dynamics and interaction in business process. SEM, on the other hand, can capture those dynamics. SEM has wide applications in such areas as brand equity, brand awareness, customer satisfaction, customer loyalty, and brand share.

3:00 – 3:30 p.m.

Break

3:30 – 5:00 p.m.

STRUCTURAL EQUATION MODELING, CONTINUED

Data mining, or as it is more appropriately called knowledge discovery, is not a tool or technique but, rather, an entire field of study and can generally be understood as the “exploration and analysis of data in order to discover patterns, correlations and other regularities.” Data mining can be related to two broad classes of tasks: profiling (pattern description) and predicting (pattern identification) This session will introduce the basic concepts of data mining, paying particular attention to what the data modeling process means and how it can be visualized in an intuitive, readily understandable way. Throughout the session, concrete, real-world examples will be used to illustrate the concepts and tools discussed.

12:00 noon – 1:15 p.m.

Lunch

1:15 – 3:00 p.m.

DATA MINING, CONTINUED

3:00 – 3:30 p.m.

Break

3:30 – 5:00 p.m.

COMPETITIVE INTELLIGENCE (CI)

TIMOTHY J. KINDLER, Director, Competitive Intelligence, Eastman Kodak Company

Any competent competitive intelligence professional will tell you that unless you link intelligence to decisions you

Wednesday, November 12, 2008

8:30 – 10:00 a.m.

SEGMENTATION

DAMON RAGUSA, Founder and CEO, Thinkvine, LCC.

Segmentation decisions often drive corporate strategy and new product strategy. Appropriate segmentation analysis can help to identify and prioritize focus areas and to identify underserved segments and unmet needs which form the basis for new product ideas. Yet, many firms do a poor job of segmenting the market. This session will include a managerial definition of segmentation and a discussion of the role that segmentation can play in effective marketing. The primary focus in the session will be on the use of analytical tools to perform effective and appropriate segmentation. One such tool is agent based modeling (ABM). The application of ABM helps to address issues such as how segments interact, which segments buy which products, and how segments' retail experiences differ.

10:00 – 10:30 a.m.

Break

10:30 a.m. – 12:00 noon

DATA MINING

CHRISTOPHER STEPHENS, Professor, Institute for Nuclear Sciences, Universidad Nacional Autonoma de Mexico

are not doing your job. Yet these same professionals often find that they are so busy responding to data requests that they have no time to do the hard work necessary to develop marketplace insights. The challenge is how to change from being reactive data searchers to proactive participants in the decision-making process, specifically: Using intelligence to serve strategic positioning, reporting synthesized intelligence to senior management, developing CI – commitment and resources and establishing how CI can affect the bottom line.

Thursday, November 13, 2008

8:30 – 10:00 a.m.

EXPERIMENTAL DESIGN FOR CONJOINT AND DISCRETE CHOICE ANALYSIS

JOHN WURST, Vice President & Director of Marketing Sciences, SDR Consulting, and faculty, Marketing Department, University of Georgia

Marketing researchers have increasingly turned to conjoint and discrete choice experiments to address questions about product and price optimization and strategy. Fundamental to these techniques is the plan for running the study, which is called the experimental design. The purpose of this session is to provide a practitioner oriented introduction to experimental designs for conjoint and discrete choice analysis. Real-world examples will be presented, and interactive class exercises will be included. The session

will cover the definition of an experimental design and a comparison of conjoint and discrete choice designs. Topics also include, methods to assess and compare alternative designs, balance, orthogonality, and design efficiency.

10:00 – 10:30 a.m.

Break

10:30 a.m. – 12:00 noon

EXPERIMENTAL DESIGN FOR CONJOINT AND DISCRETE CHOICE ANALYSIS, CONTINUED

12:00 noon– 1:15 p.m.

Lunch

1:15 – 3:00 p.m.

CONJOINT AND DISCRETE CHOICE MODELING AND APPLICATIONS

JOHN WURST, Vice President & Director of Marketing Sciences, SDR Consulting, and faculty, Marketing Department, University of Georgia

Using foundations from the morning sessions, this session will extend coverage of conjoint and discrete choice by presenting modeling and estimation techniques. The discussion will include traditional procedures and also current advanced methodologies including latent class and hierarchical Bayesian methods. Real world examples will be presented, and interactive class exercises will be included.

Coverage will include: modeling and model estimation, market simulators, interpreting results and recent developments.

3:00 – 3:30 p.m.

Break

3:30 – 5:00 p.m.

ONLINE RESEARCH DEVELOPMENTS

JEFF MILLER, Chief Operating Officer, Burke, Inc.

Although online research has become a commonly used tool in the marketing researcher's toolkit, challenges to the effective use of Web surveys still exist. Questions about whether high quality, representative samples can be reached through online methods remain for many projects. Researchers are also becoming increasingly concerned about threats to data quality from fraudulent, professional, and/or fatigued members of online panels. In addition to highlighting current trends in the online research field and discussing the latest online research techniques and technologies, we will look at the current magnitude of the online data quality problem, and methods to combat the problem. The session will also discuss some best practices in the design and deployment of online surveys.

6:30 – 9:00 p.m.

Dinner

Friday, November 14, 2008

8:30 – 10:00 a.m.

QUALITATIVE RESEARCH METHODS

ERIC ARNOULD, Distinguished Professor of Sustainable Business Practices, University of Wyoming

Firms are exhorted to get close to customers, to listen to their voices, and to learn from their experiences in the service of better relationship management, new product development, and long term customer value capture. This mission is well served through the judicious application of research methods employing qualitative data. Developments in industry, as well as academe, indicate that qualitative research methods are being used in innovative ways in the study of consumer behavior, branding and brand meaning, customer brand relationships, brand community, retail and service design and experience management, and other applications. The purpose of the session is to discuss strategic and methodological dimensions of qualitative data collection and analysis. The session will focus on workbench issues, enabling participants to understand what data to collect, how to collect it, what to do with it once they've got it, and how to evaluate its quality.

10:00 – 10:30 a.m.

Break

10:30 a.m. – 12:00 p.m.

QUALITATIVE RESEARCH METHODS, CONTINUED

12:00 noon – 12:30 p.m.

Boxed lunch in classroom

12:30 – 2:00 p.m.

WHAT WILL I DO WITH ALL OF THIS ON MONDAY? LESSONS LEARNED AND APPLICATIONS

PEGGY EMMELHAINZ, Advanced School Faculty Director, University of Georgia

This session will be an interactive activity focused on demonstrating how the seminar material can be applied to actual research situations currently faced by course attendees. Through group activities and a facilitated discussion, students will have a chance to apply seminar concepts to actual problems and to obtain feedback from other attendees, as well as from the session facilitator.

2:00 p.m.

School Adjourns

General Information

For your convenience, we have negotiated rates at one nearby hotel.
Participants are encouraged to stay at the following location.

GRAND HYATT ATLANTA
3300 PEACHTREE ROAD, NE
ATLANTA, GA 30305
404-237-1234

When making a reservation, ask for The University of Georgia, Terry College of Business group rate. The group rate is \$219, with first 10 registrants receiving a rate of \$150.

REGISTRATION PRICING

Member: \$2895

*Non Member: \$3160

Please add \$100 to your registration price after October 6th

*Join the AMA today and take advantage of the member discounts on all AMA events!

TO REGISTER, VISIT
WWW.MARKETINGPOWER.COM/ADVSMR
OR CALL 800.AMA.1150

TRANSPORTATION: Atlanta is served by the Hartsfield-Jackson International Airport (www.atlanta-airport.com), a 20-minute drive from the Terry College Atlanta Executive Education Center. The Terry College Atlanta Executive Education Center is located at 3475 Lenox Road, Atlanta, GA 30326 in the One Live Oak Center. The center is accessible from the nearby limited access highways (I-85, I-75 and Hwy. 400) or by Atlanta's rapid transit system (MARTA).

