

MBA – Focusing on Entrepreneurship, Innovation & Technology Management

Customer Insight Course Description

Why Take This Course? *My key goal is to help you be savvier about understanding & influencing customers (& more generally, people), & more effective at responding to marketing, managerial, & personal opportunities & challenges.*

What Will You Learn? We will explore customer centricity—placing customers at forefront of decisions—key to building commercial value and winning over customers. We will discuss how firms become more customer centric, and how they cope with challenges to doing so, via a variety of examples from many industries. We will also explore key ideas regarding how & why people think, decide & behave in ways that they do. We will focus on a few powerful principles, helping you understand & influence customers (“traditional” customers, & others, such as co-workers, friends, & yourself). More generally, while this is a marketing course, we will also explore implications to management, leadership, & life.

Who Should Take This Course? The course is valuable for those interested in consulting, entrepreneurship, general management, investing, marketing, sales, or in people.

Structure The course will be applied, covering many practical examples & discussions. Classes are interactive, blending real-world examples, mini-cases, exercises, discussions, etc.

Learning Outcomes

- Customer Centricity & how it can boost engagement, satisfaction, loyalty, & profitability
- Deep insights about understanding & influencing customers (& more generally, people)
- Key limitations people face in their judgements & decisions, & ways to manage those
- Simple powerful methods for influencing customer perceptions, preferences & behaviors
- Approaches to improving your & others’ decisions about health, wealth, & well-being

Evaluation: The two assignments aim to help you reflect and practice using key concepts covered in the course in ways that are relevant & useful to you. Specifically, in an Individual Write-up (~3 pages long; 50% of grade), you will reflect on what you learned & on its applicability to you—how what we covered can be useful to you professionally or personally. In a Team Project (~10 pages long; 50% of grade) you will practice applying tools & concepts covered in the course to 10 real-world contexts of your choice.

Instructor Bio: Ziv Carmon is a Chaired Professor of Marketing, who received many teaching & research awards (including the INSEAD Deans’ Commendation for Excellence in MBA Teaching 10 years in a row). Ziv teaches executives in firm-specific, in-house, & open-enrolment non degree training programs, as well as MBA & Executive MBA students all around the world.



MBA – Focusing on Entrepreneurship, Innovation & Technology Management

Ziv has consulted widely & spoken at numerous conferences. His research appeared in leading academic publications. His work & views have been featured in international media outlets such as: Wall Street Journal, New York Times, Financial Times, Washington Post, Los Angeles Times, Guardian, Daily Telegraph, Economist, Scientific American, Popular Science, Newsweek, NPR, BBC, MSNBC, Bloomberg, WebMD, National Center for Policy Analysis, numerous blogs & books. Ziv has a BSc degree in Engineering from the Technion, Master's & PhD degrees in Business both from the University of California at Berkeley. Before joining INSEAD in 2000, he taught at Duke University.

Optional Follow-Up Readings:

- Rory Sutherland (2019). Alchemy: The Dark Art & Curious Science of Creating Magic in Brands, Business, & Life
- Robert Cialdini (2021). Influence: The Psychology of Persuasion
- Paco Underhill (2009) Why We Buy: The Science of Shopping
- Barbara Kahn (2021) The Shopping Revolution, How Retailers Succeed in an Era of Endless Disruption
- Nir Eyal (2016). Hooked: How to Build Habit-Forming Products
- Paco Underhill (2009) Why We Buy: The Science of Shopping
- Daniel Kahneman (2011) Thinking Fast & Slow
- Dan Ariely (2010) Predictably Irrational: The Hidden Forces that Shape Our Decisions
- Richard Thaler & Cass Sunstein (2021) Nudge: Improving Decisions about Health Wealth & Happiness