

Learning discoveries in wine marketing (EM1S5M24)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :Wine Marketing and sales : 17 ECTS. <ul style="list-style-type: none">International Wine management and tourism Module :UE 5 International Wine Marketing and Management : 9 ECTS. <ul style="list-style-type: none">MAE - Management du Tourisme
Discipline	Sales and Marketing
Year	2020
Semester	A
Open for visitors	yes (4 ECTS)
Available spots	35

Coordinator

Jodie CONDUIT

Lecturers

Instructor	Population	Email
Jodie CONDUIT	Population	

Course format

Working language :	English
Volume of contact hours :	24 h
Workload to be expected by the student :	72 h

Course track

Track : Attendance

Attendance track :

Attendance at lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

Description

This course provides participants with an overview of different tools and techniques drawn from the disciplines of design thinking and market research that facilitate learning discoveries regarding customer wine-related experiences. The ability to learn about customer experiences and utilize these insights in a creative way to create business opportunities is a critical success factor for firms. For this reason, this course introduces participants to the

frameworks and academic concepts that support these learning discoveries. The participants will design an approach to gain customer insight about a wine-related experience. Through conducting interviews, students will collect data from relevant individuals to inform their knowledge of the customer experience. The participants' will analyze this customer information, and develop ideas that align with business solutions and opportunities for enhanced wine marketing strategies. As such, through introducing and applying a mix of academic concepts, the participants will develop a practical knowledge of learning discoveries, utilizing design thinking and market research practices.

The course incorporates a live project, which forms the assessment in the course. Students will be required to take part in practical exercises and a group project, which will assist in understanding and applying learning discovery techniques in order to develop effective and efficient solutions to business problems and opportunities. In doing so, this course emphasizes action learning as opposed to passive listening. Specifically, students will be required to generate customer insights, analyze findings, and present solutions that will enhance customers' wine experiences.

Educational organisation

In class

Lectures

In groups

Exercises

Projects

Oral presentations

Interaction

Discussions / debates

Learning outcomes

Upon completion of this course, students should be able to :

- **Describe** a systematic approach to learning about customer experiences of wine
- **Apply** design thinking tools and techniques to learn about customer wine-related experiences
- **Analyze** customer insights to identify themes and issues relevant to the business problem
- **Create** creative solutions to address business problems, utilizing the customer-based information and frameworks discussed
- **Present** the learning discoveries and strategic suggestions in both written and oral formats

Outline

3 DAYS SEMINAR 5th to 7th of October

1. Learning Mindsets and Frameworks

Creativity, design thinking frameworks, double diamond model, research process

2. Understanding Customer Wine Experiences

Customer experiences, human-centred design, customer journey mapping

3. Designing the Research Approach

Sampling approaches, qualitative research techniques, developing interview guides

4. Analysing Customer Information

Identifying themes, mind mapping, insight statements

5. Service Innovation and Ideation

Brainstorming, rapid concept development, visualisation

6. Strategic Evaluation

Customer co-creative evaluation, business model canvas, value chain analysis

7. Understanding the Pitch

Report and presentation structures, storyboards

Prerequisites

Key concepts to understand :

Knowledge of :

Teaching material

Documents in all formats

- Transparencies in paper format
- Worksheets

Software

- Office Pack (Word, Excel, PowerPoint, Access)

Recommended reading

Major works :

Arnould, E., Cayla, J., & Beers, R. (2014). "Strategic Uses for Ethnographic Stories: Using What Your Customers Do, Feel, and Say to Transform Your

Business". MIT Sloan Management Review, 55(2), 55-62.
Brown, T. and Martin, R. (2015), "Design for Action," Harvard Business Review, 93 (9), 56-64.
Gruber, M., De Leon, N., George, G., and Thompson, P. (2015). "Managing by design". Academy of Management Journal, 58(1), 1-7.
Homburg, C., Jozic, D. and Kuehnl, C. (2015), "Customer Experience Management: Toward Implementing an Evolving Marketing Concept," Journal of the Academy of Marketing Science, 1-25.
Luchs, M.G. Swan, K. S. and Griffin, A. (2015), Design Thinking: New Product Development Essentials from the PDMA, eds. Hoboken: John Wiley & Sons
Rauth, I., Carlgren, L., and Elmquist, M. (2014), "Making It Happen: Legitimizing Design Thinking in Large Organizations" Design Management Journal, 9 (1), 47-60.
Richardson, A. (2010). Using customer journey maps to improve customer experience. Harvard Business Review, 15(1).
Trischler, J., Pervan, S. J., Kelly, S. J., and Scott, D. R. (2017). "The value of codesign: The effect of customer involvement in service design teams". Journal of Service Research, (online) DOI 1094670517714060.
Yoo, Y. and Kim, K. (2015), "How Samsung Became a Design Powerhouse," Harvard Business Review, 93 (9), 72-8.

Further reading :

International Journal of Wine Business Research
Journal of Service Research
Journal of Service Theory and Practice
European Journal of Marketing
Journal of Wine Marketing
Journal of Wine Business Research
Academy of Wine Business Research
American Association of Wine Economics
Australian & New Zealand Grapegrower & Winemaker

Customer journey/experience mapping tools:
http://files.thisisservicedesignthinking.com/tisdt_cujoca.pdf
<https://canvanizer.com/canvas/customer-journey-canvas-demo>
<http://patternservicedesign.com/experience-mapping-tools/>
<http://designingcx.com/cx-journey-mapping-toolkit/>

Business model canvas tools:
http://www.businessmodelgeneration.com/downloads/business_model_canvas_poster.pdf
<https://edoceo.com/blog/2012/07/10-business-model-canvas-tools-review>

Research works by EM Strasbourg :

C. Massa and S. Bédé "A consumer value approach to a holistic understanding of the winery experience", Qualitative Market Research, Vol. 21, n° 4, 2018, pp. 530-548

Assessment

Intermediate evaluation / continuous assessment 1 : session n°all sessions

oral / individual / English / weighting : 20%
additional information : attendance, preparedness and contribution. Ongoing in class sessions.
This evaluation serves to measure LO1.1, LO1.2, LO4.1, LO4.2

Intermediate evaluation / continuous assessment 2 : 09/10/20

oral / in group / English / weighting : 30%
additional information : to be recorded on 09/10/20
This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.2, LO3.1

Final assessment : 21/10/20

written / in group / English / weighting : 50%
This evaluation serves to measure LO1.1, LO2.1, LO3.1, LO4.2

Grounds for expulsion from classes

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.