

Learning discoveries in wine marketing

EM1S5M24

Program

PGE

PGE 3A - International Wine management and tourism (IWMT)

UE

Wine Marketing and sales

Semester

A

Discipline

Marketing

Contact hours

24 H

Number of spots

45

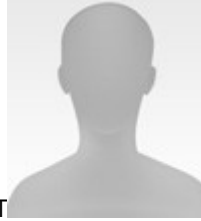
Open to visitors

Yes

Language



Coordinator



Jodie CONDUIT

List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Jodie CONDUIT	jodie.conduit@adelaide.edu.au	24 h

Pedagogical contribution of the course 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.

LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will analyze business organizations and problems in a multicultural and international environment

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. They will then, through interviews, seek 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 actively 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, analyses these findings, and present solutions or opportunities for businesses to enhance their wine experiences.

Teaching methods

Face-to-face

- Lectures
- E-learning

In group

- Exercises
- Oral presentations
- Projects

Interaction

- Discussions/debates
- Other :

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 2) **Describe** a systematic approach to learning about customer experiences of wine
 - - (level 3) **Apply** design thinking tools and techniques to learn about customer wine-related experiences
 - - (level 4) **Analyze** customer insights to identify themes and issues relevant to the business problem
 - - (level 5) **Create** creative solutions to address business problems, utilizing the customer-based information and frameworks discussed
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Affective domain

Upon completion of this course, students should be able to

- - (level 2) **Present** the learning discoveries and strategic suggestions in both written and oral formats
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Outline

3 DAYS SEMINAR 4th to 6th 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

No prerequisite has been provided

Knowledge in / Key concepts to master

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Photocopies
- Worksheets

Moodle platform

- Upload of class documents
- Interface to submit coursework

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

- 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., Jozić, D. and Kuehl, 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.

Additional literature

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>

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

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

List of assessment methods

Intermediate assessment / continuous assessment 1 Class no. 1-2-3

Oral / Group / English / Weight : 30 %

This evaluation is used to measure L01.1, L01.2, L01.3, L02.1, L02.2, L02.2, L03.1

Intermediate assessment / continuous assessment 2 Other (date, pop quiz, etc.) : TBA

Written / Group / English / Weight : 50 %

This evaluation is used to measure L01.1, L01.2, L01.3, L02.1, L01.3, L02.1, L02.2

Intermediate assessment / continuous assessment 3 Class no. 1-2-3

Written and oral / Individual / English / Weight : 20 %

This evaluation is used to measure L01.1, L01.2, L01.3, L02.2, L01.1, L01.2, L01.3, L02.2