

Learning discoveries in wine marketing

EM1S5M24

Program

Master
MAE - Management du Tourisme

UE

UE 5 International Wine Marketing and Management

Semester

B

Discipline

Marketing

Contact hours

24 H

Number of spots

45

ECTS

5

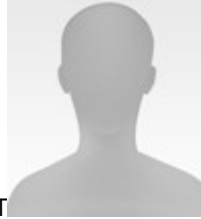
Open to visitors

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

Concevoir des solutions adaptées aux problématiques organisationnelles en appliquant des méthodologies pertinentes

Diagnose the strategic positioning of an organization

Evaluate sustainable managerial practices using managerial concepts and instruments as well as digital tools

Develop an academic response to an organizational problem through the mobilization of reading grids and appropriate methodologies

Adopter une posture de leadership responsable en étant acteur de son propre développement et de celui de ses équipes

Build solutions related to issues arising from collaborative work

Recommend decision making by taking a critical approach to driving change in organizations

Effectively argue his ideas orally and in writing with a professional posture

Formuler des solutions aux défis organisationnels dans un contexte multiculturel et international, porté par un "European mindset"

Build an advanced technical vocabulary in foreign language(s)

Communicate in a professional context in writing and orally in foreign language(s)

Design impact management taking into account the economic and social issues supported by a "European Mindset"

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

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

No assessment methods have been attributed to this course yet.