MKT 599 - Netnography for Cultural Brand Analysis

You Should Take This Class If You

- Want to be a cutting-edge brand manager, experience manager, entrepreneur, entertainment or sports marketer, social media marketing manager, digital strategist, community manager, consultant, or investor in the digital economy
- Want to lead, not follow, the latest thinking about brands, data, and cultural research
- Want to learn how to create and manage cultural research projects and learn to think about the cultural problems that brands and experiences solve in customers’ lives
- Want to profit from learning how to do netnography from its creator
- Want to learn how other innovators and companies are applying netnography and other cultural digital techniques today

Course Description

Netnography is digital ethnography, a way of looking at data that is not only big, but also deep. Netnography uses search engines, personal interviews, online discussions, online observation, and introspective reflection, combining them all into research projects that are as unique, complex, and subtle as the customers we try to understand. Used by innovative companies such as Unilever, BMW, Nivea, Campbell’s Soup, Lowe’s, and American Express, netnography builds insights for successful marketing strategy and tactics. The course provides training and hands-on experience in the application of netnographic methods to corporate brand management. Students will gain a toolkit of powerful frameworks and approaches through which to problem solve, understand, and inform a wide range of issues and decisions about brand management, social media management, and related digital communication strategies.

Deliverables

- Short Individual Written Assignments
- Class Debates and Discussions
- Team Brand Research Netnography Project
- Team Presentations

Course Essentials

16570
Tuesday, Thursday
2:00- 3:20pm

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