

*Did you take ugba 106 and find yourself at the end of the semester still wanting more? Are you lying awake at night wondering how you can better understand consumers and get a handle on how they REALLY make decisions?*



**COURSE NUMBER:** Ugba 160

**COURSE TITLE:** Customer Insights (Consumer Behavior)

**UNITS OF CREDIT:** 3

**PREREQUISITE:** Ugba 106 (Marketing).

**SCHEDULE:** Tu/Th 2-3:30

**INSTRUCTOR:** Bill Fanning [fanning@haas.berkeley.edu](mailto:fanning@haas.berkeley.edu)

**CAREER FIELD:** This course is designed for students interested in careers in Marketing, Marketing Research, Communications or General Management.

**COURSE OVERVIEW:** We are buried in data. But do we really understand our consumers on a personal level? As marketers, do we really understand how they process messaging and other information and how they make decisions? Think of this course as living at the intersection of marketing, market research, and psychology.

**COURSE FORMAT:** This will be a mixture of lecture-discussion, in-class group work, guest speakers, and outside projects. Reading will be required for course content, and background for outside speakers and projects. Course work will include both written and presentation assignments and will be both individual and group based.

**INSTRUCTOR BIO:** Bill Fanning has been part of the Marketing faculty at Haas since 2007, teaching Marketing, Consumer Behavior, Advertising Strategy, Market Research, Growth Marketing and other related courses in the undergraduate and graduate programs. In addition, he runs a small market research firm doing qualitative research. Bill has an MBA from the Kellogg School of Management (Northwestern) and an undergrad degree from the University of Illinois.