2016 SISS Syllabus

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| **Course Name** | **Applying consumer research in a trend research cycle** | **LANGUAGE** |
| English |
| **Course No.-Class** |  |  | **Major** |  |
| **(Credits/Theory/Practice)** |  |  | **(Day/Time/Classroom)** |  |
| **Method** |  | **Type** |  |

**＊Professor**

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| --- | --- | --- | --- | --- | --- |
| **Name** | **Department** | **Personal****Number** | **Office Number** | **E-Mail** | **Available Hours** |
| Kim van LiempdQuentijn Wulffers  | Academy for creative industries |  |  | k.vanliempd@fontys.nlQ.wulffers@fontys.nl |  |

**1 Course Description &Objective**

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| **1) Course Description (5~10 lines)** |
| In the end of this three-week course you will make an explorative trend report for a specific branche or industry. In this report you will show that you have mastered the three basic skills for a trendresearcher: scanning, analysing and applying. First part of the course will mainly be around broadly scanning trends and conducting qualitative consumer research. Second part of the course will be more focussed on combining insights and trend research. On the last day of the course you will present your trend report.  |
| **2) Course Objective** |
| Researching mentality groups, first consumer needs and later trends, and industries and analyzing those developments- in order to end with an exploratory yet demarcated advisory report for a designated client in a specific industry. Indicating and determining what is relevant now and possibly in the near future.  |

**2 Course Resources**

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| Seminar(x ) | Presentation(x) | Q & A() | SpecialLecture() | Field Trip( ) | Handouts() | Audio/Video/TV() | Team Teaching( ) |
| Discussion(x) | Small Group( ) | ProblemSolving() | Experiment Practice(x) | CaseStudy() | ComputerAssisted() | OHP/Slide( ) | Other( ) |

**3. Main Textbooks & References**

**1) Textbook**

<https://www.bol.com/nl/p/how-to-research-trends/9200000057074007/>

( available from 27th of April – reservations are possible)

Other reading materials will be brought by lecturers or emailed in PDF.

**4. Assigned Books**

See above

**5. Assignments**

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| **Assignment** | **NO. of** **Times** | **Due** **Week** | **Weighing** | **Contents** | **Method** |
| Presentations + advice report  | 2 | 2 & 3 | First presentation (1/3) Second presentation + accompanying report (2/3)  |  |  |

**＊Additional Explanation for assignments**

**6. Grading Policy**

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| **Method of****Evaluation** | **No. of Times** | **Content of Evaluation** | **Weighing** |
| **Mid-tem assignment** |  | Research presentation on consumer needs of target group. | 1/3 |
| **Final assignment** |  | Advisory report & presentation | 2/3 |

**※Notes**

**5. hours free absences allowed, and 2 points deduction with each additional absence.**

Attendance is expected but voluntarily.

**6 . Weekly Schedule**

Phase 1 (week 1)

In this first Phase you will start by choosing a branch or industry. Most logically this is related to your field of expertise, your major. You will scan trends in your chosen branch and learn about (psychographic) segmentation.

From there on you will chose a target group to which your trend report will be focussed. Classes will focus on qualitative research skills and whilst using the means-end-chain method you will gain insights of your target group.

You will give a short in-between presentation of your consumer research.

Phase 2 (week 2)

Trendwatching method 101. What are trends and how to find them. We will conduct desk research and field research ourselves and will determine sources which are relevant for client ( Real or determined by student ). Scan & Analyse

Phase 3 (week 3)

Applying all information – which information has the student pieced together and which is determined to be relevant for client. In what way will the information need to be presented – in regards to client and personal goals ( trend sensitivity client & students identity as a future professional.

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| **Week DAY**  | **Theme** | **Method** | **Pages** |
| **1** | Introducing, assignment briefing, trend spotting via weak signals.  | Lecture & discussion | Powerpoint slides. |
| **2** | Defining trends & explanation from DESTEP / trend piramides.Consumer segmentation & target groups. | Lecture & discussion | Powerpoint slides. |
| **3** | Introduction qualitative consumer research.Means-end-chain – laddering technique.Consumer values. | Lecture & discussion | Powerpoint slides & MEC article (to be assigned) |
| **4** | Practice laddering.Analysis of MEC results.Topic list preparation. | Lecture & practicing in class | Powerpoint slides. |
| **5** |  Finalize topic list & interview. | Lecture, Research outside of class | - |
| **6** | Presentations of target group insights from MEC interviews.Kick off Quentijn Wulffers: working towards the trend report.From consumer research to trend research. | Student presentations | - |
| **7** | Trendframework | Lecture and discussion | How to research trends 33- 60  |
| **8** | Scan | Lecture and industry examples | How to research trends 63 -97 |
| **9** | Desk research  | In class practices  |  |
| **10** | Field research  | Out of classroom research and presenting in class  |  |
| **11** | Sweetspot | Determining relevant information + missing information |  |
| **12** | Analyze  |  | How to research trends 105-132  |
| **13** | Visualizing | Creative and inspiring presentations and report.  |  |
| **14** | PRESENATIONS |  |  |
| **15** | PRESENTATIONS + GRADES ( Dependent on number of students ) |  |  |