**Lesson Plan**

**CHAPTER 4: Customers from the Customer Perspective**

**Chapter Overview**

Customers are the lifeblood of any business. And students know what a “customer” is because they are customers. But “customer” means different things to different people — it’s important to have the discussion around “types” of customers because as they become marketers, they will learn that companies have different strategies for dealing with customer types.

Additionally, communicating with and acquiring new customers has never been more challenging than it is today; but there has never been more opportunities for building customer relationships either. In the United States, people are exposed on average to 2,000-5,000 messages from companies who are simply trying to gain or keep customers.

**Learning Outcomes**

* Recognize the importance of customer strategy
* Discern the difference between customer types
* Determine why customers purchase specific products and brands
* Explain the consumer buying process
* Infer the importance of customer experience on customer acquisition and retention
* Segment customers using standard market segmentation, persona development, and customer journey mapping

**Resources**

* Chapter 4 Video
* Chapter 4 lecture slides

**Teacher Prep**

* Read Chapter 4
* Preview chapter lecture slides

**Student Prep**

* Read Chapter 4

**CLASS PERIOD 1**

There are five sections in Chapter 4:

1. Introduction
2. What Is a customer?
3. Why We Buy Specific Brands and Products
4. Customer Experience
5. Chapter Summary

Depending on how often your class meets, it probably makes sense to cover the first two sections in one class and the remaining two sections in another.

This chapter delves deeper into *why* and *how* companies build brands with several topics within each section to fill two to three class periods.

**Lecture Slides**

Present the chapter lecture slides.

**Discuss**

Ask students to participate and lead a discussion on WHY companies build brands using topics from the chapter:

* Pick a brand — large or small — what is their brand strategy?
* What impact does a brand have on CLV?
* What is the importance of differentiation and what does it really mean to companies (and consumers)?

**Assignment for Class #2**

* Ensure students have finished reading Chapter 4 for the next class (assuming you are using the 16-week syllabus). Ask students to watch the Expert Session, “Advancing Your Buyer's Journey Through Video” embedded in Chapter 4.
* Remind students about the Quibi case study project is due next class.

**CLASS PERIOD 2**

Follow up on Class Period 1: Recap, reflection questions, observations, etc.

Go over Section 3 and the chapter summary. Consider some of the discussion points below as you over these sections in more detail:

* Are students thinking about brands differently after Chapter 2 and Chapter 3 (customer versus company perspective, respectively)?
* What do they like or dislike about brands?
* Do they believe brands are important beyond the product or that a brand *transcends* the product?

**Lecture Slides**

Present the chapter lecture slides (picking up from the previous class).

**Discuss**

Ask students to participate and lead a discussion using questions from the chapter summary:

* Are you loyal to a brand that has resulted in you making a lot of product purchases over time? Think about your Customer Lifetime Value to the organization — how much have you spent?
* What value does a brand have to a company? Examine a large iconic brand like Apple or Nike as well as a local brand in your town or city like a restaurant or car dealership.
* What do big or popular brands do differently than other brands? Why are they big and popular?

**Optional**

Give the class the Chapter 4 quiz.

**Assignment for Next Class**

* Chapter 5 (assuming you are using the 16-week syllabus) including the Expert Session video, “How To Generate 1000’s Of Leads Using Social Media” embedded in Chapter 5.
* Assign Round 1 of Mimic Marketing Management to be completed by the second class of the following week.
* Optional assignment for Chapter 5 found in the “Assignments” tab.