GIS Tutorial for Marketing As a Teaching and Learning Resource

University of Redlands
Spatial Analysis for Business Conference

April 29, 2008

Spatially Enabling Marketing Students

What?

How?

What should every marketing student learn about GIS applications?

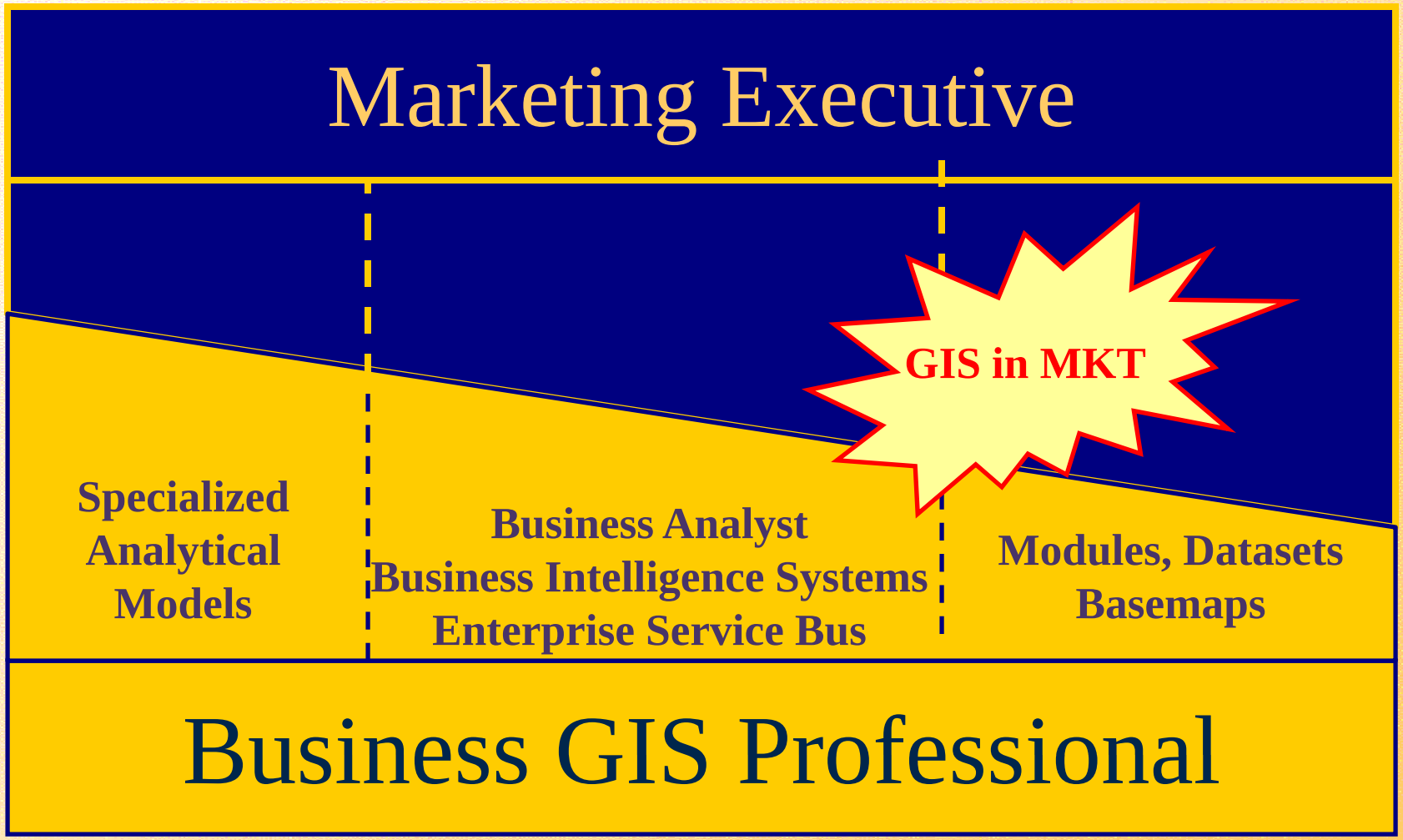
Where?

From Whom?

What?

Distribution of GIS Analytical Tasks

Distributed GIS Analysis



Where?

Spatially Enabling the Typical Marketing Curriculum

Marketing Curriculum

Specialties
Fashion, Tourism, NFP,Hospitalty
Sports, Entertainment, Services

Logistics
SCM

eCommerce
IT in M
CRM

GIS in
MKT

Marketing Electives

Consume
Behavior

Integrated MK
Communicatio

Marketin
Research

Global MKT
Management

Marketing Requirements

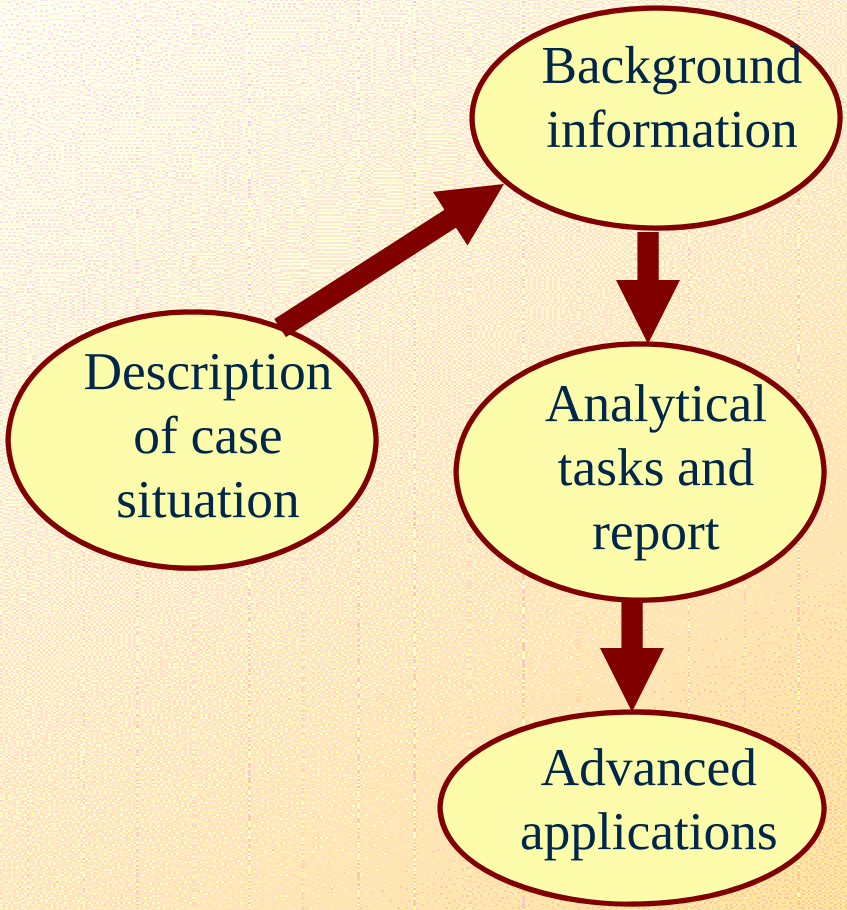
Accounting	Finance	Management	Mar g	Int'l Business
Economics	Quantitative Tools	Info Tech	Communication	

Core Business Competencies

GIS in MKT Project

How?

Sequencing of Learning Activities



Outdoor Living's Situation

Outdoor Living:

- is an established producer of recreational, outdoor living products,
- is introducing its new Conestoga model designed for families who are new to camping
- wishes to target middle income families with its three pronged promotional campaign
  - advertising
  - direct mail
  - outdoor shows

Marketing Problem

To maximizing the effectiveness of the promotional campaign in Florida by;

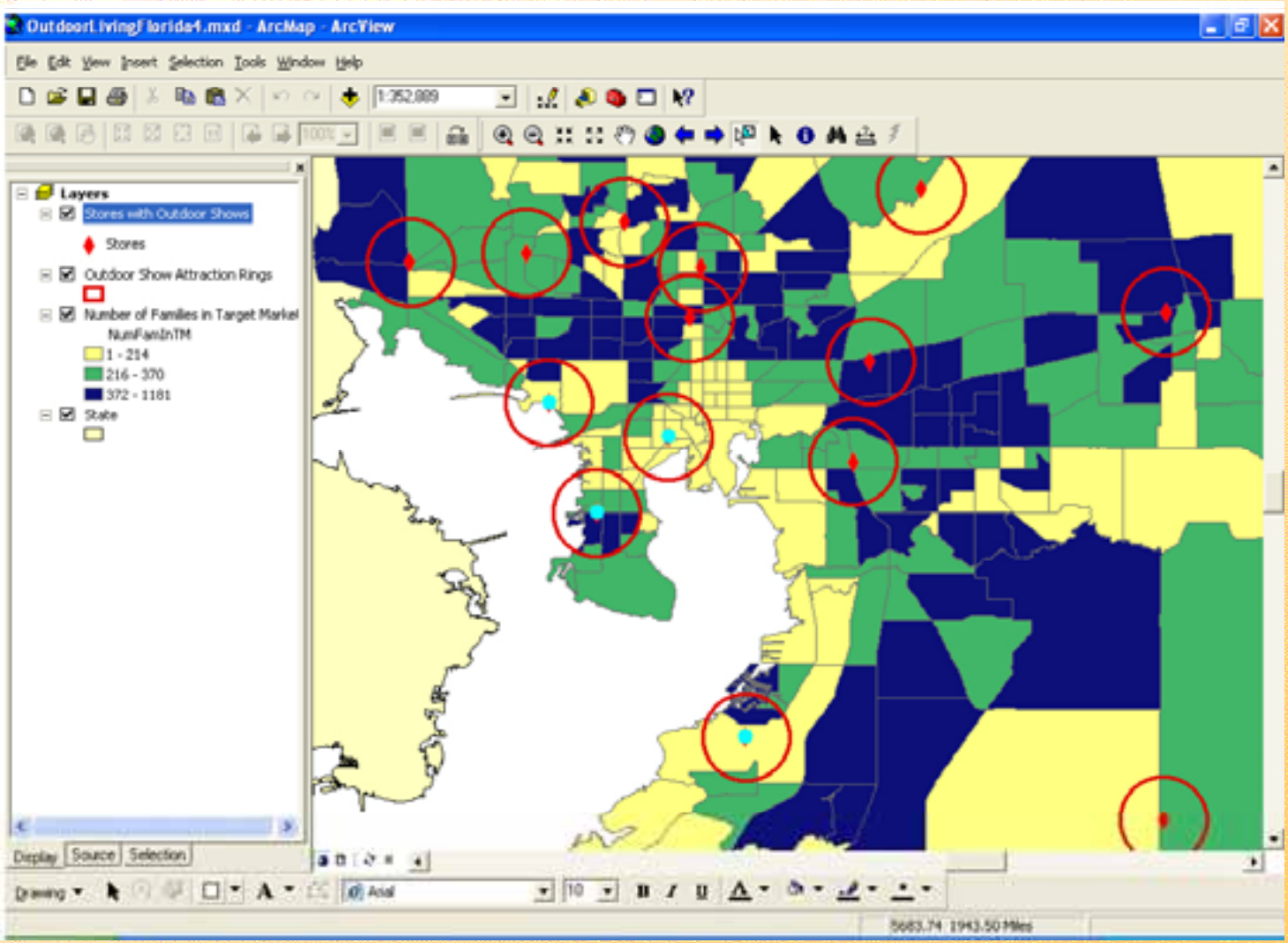
- identifying concentrations of target market families, and
- targeting each component of the promotional campaign to appropriate geographic areas of the state.

GIS Analysis

In this project, you will use ArcView to solve the marketing problem by;

- identifying target market concentrations in counties to target the advertising campaign,
- identifying target market concentrations in ZIP codes to target the advertising campaign,
- identifying target market concentrations in Tampa area census tracts to select appropriate stores for outdoor shows, and
- designing map documents to support these decisions.

Module Tasks



Advanced Applications

Segmentation tools can be extended with;

- more extensive demographic data, with a wide range of segmenting attributes from ESRI BSI and other sources,
- lifestyle data such as Community Tapestry clusters,
- analysis of existing customers for more sophisticated market prospecting,
- automated segmentation and prospecting tools in ESRI's Business Analyst, and
- applications by Telefonica del Peru and Western Exterminator which illustrate these tools.

Meiers Home Furnishings

Synopsis A family home furnishings store in Chicago used demographic customer profiling to select the site for its second store. However, sales are lower than expected. Could the problem be lifestyle differences? Community Tapestry segmentation and Market Potential Indexes are used to explore this question and revise merchandising strategy	
Marketing Faculty **Course** **Topic**	Consumer Behavior Demographic and lifestyle segmentation,, merchandising
Business Professionals **Business enhancements** **RoI impact**	Understanding customers, meeting customer expectations Higher sales, lower inventory costs, more efficient promotion
GIS Faculty/Professionals **Business topic** **GIS tools**	Market segmentation. Community Tapestry system, Market Potential Indexes Thematic mapping, buffer, table operations

Community Farm Alliance

Synopsis An organization of local farmers in Lexington initiates an ad campaign to persuade local grocery stores and restaurants to carry locally produced foods and customers to seek out these products in grocery stores and restaurants	
Marketing Faculty **Course** **Topic**	Integrated Marketing Communication Push and pull strategies, demographics, lifestyle segmentation, media buying
Business Professionals **Business enhancements** **RoI impact**	B2B and B2C promotion Higher sales, greater distribution coverage, more efficient promotion
GIS Faculty/Professionals **Business topic** **GIS tools**	Market segmentation. Community Tapestry system, Market Potential Indexes Thematic mapping, buffer, table operations

PMD Global

Synopsis A management training firm specializing in multimedia materials aimed at women who are moving from technical to managerial positions wishes to expand to international markets which meet its demographic and cultural screening criteria	
Marketing Faculty **Course** **Topic**	Global marketing management International market assessment and screening
Business Professionals **Business enhancements** **RoI impact**	Market evaluation More successful expansion strategies Increased revenue, lower entry costs
GIS Faculty/Professionals **Business topic** **GIS tools**	Market evaluation Thematic mapping, selection by attribute, table operations

World Treasures

Synopsis An online retailer of traditional crafts items which buys from artisans around the world and sells directly to collectors wishes to expand with a direct mail catalog campaign to prospects who match the profile of high value customers.	
Marketing Faculty **Course** **Topic**	Marketing Research, eBusiness Demographic data analysis, Geodemographic overlay
Business Professionals **Business enhancements** **RoI impact**	Customer profiling Higher sales, more efficient promotion, higher response rates and profitability from direct marketing efforts
GIS Faculty/Professionals **Business topic** **GIS tools**	Customer profiling Thematic mapping, spatial overlay, table operations, selection by attributes

Better Books

Synopsis A San Francisco book retailer with two stores wishes to open a new store in the area by matching the market area characteristics of several available properties with those of its most successful existing store	
Marketing Faculty **Course** **Topic**	Retail Management Trade area analysis, customer profiling, site selection
Business Professionals **Business enhancements** **RoI impact**	Site selectio Higher sales, lower cannabilization, better merchandising
GIS Faculty/Professionals **Business topic** **GIS tools**	Site selection Thematic mapping, buffer, market area alternatives, table operations

Northwest's Best

Synopsis A new wine distributor in Portland, OR specializes in Washington and Oregon vineyards and sells to restaurants and liquor stores in the region. It wishes to design sales territories for its representatives and optimize the routing of sales calls.	
Marketing Faculty **Course** **Topic**	Sales Management Designing sales territories, routing sales calls
Business Professionals **Business enhancements** **RoI impact**	Sales organization and routing applications Higher sales, more efficient sales force, lower logistics costs
GIS Faculty/Professionals **Business topic** **GIS tools**	Territory design, routing Selection by location, multiple record selection, table operations, routing with Network Analyst

By Whom?

Demands on Faculty

TMLS, with *GISforMKT*, I have

- Lab or student ems
- Sa syllabi, PP s, test bank
- Le nly module skills
- Included case m les
- Sit se Educa version
- Course d ca
- 2-3 modules

GIS Tutorial for Marketing

- GIS training for marketing students
- Introductory Business GIS for executives
- Introductory Business GIS for marketing faculty
- Business GIS learning resource for GIS professionals/faculty
- Learning modules for marketing courses
- Resource for dedicated Business GIS course

Spatially Enabling Marketing Students

What?

Task specific GIS applications which enable the solution of marketing problems

Where?

In 2-3 hour learning exercises in a variety of courses throughout the marketing curriculum

How?

With case-based GIS modules which are directly related to course material, use GIS tools to solve problems and describe advanced applications

From Whom?

From marketing faculty who have acquired GIS skills through a variety of training formats

What should every marketing student learn about GIS applications?

Questions

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Breadth of Applications

Geographic range: Case locations include:

- Florida
  - a wine wholesaler
- San Francisco, CA
  - a book retailer
- New York
  - an importing electronic retailer
- Lexington, KY
  - a not-for-profit community food producer
- Chicago, IL
  - a furniture retailer
- Portland, OR
  - a recreating equipment manufacturer

Types of organizations: Cases include:

- Global
  - an exporting service firm
- Attribute and spatial joins
- Summary table calculation
- Geodemographic profiling
- Buffering and market area analysis
- Community TAPESTRY and MPI analysis
- Thematic mapping
- Data table analysis; joining, selection, statistics
- Map components in layout view

GIS applications include: