



Rethink Marketing, Insights & Innovation: Brand Growth Through Human Understanding

Why Join this Program

Marketing and product departments spend billions to understand and influence consumers—with mixed results. This executive education course synthesizes elements of psychology, economics, insights, and marketing to better understand the often-hidden factors that really drive consumer behavior.

Praise from Prior Participants

"So great to spend three days diving deep, learning, connecting, and applying the learning as we went. The examples were so compelling to truly understand the subject."

"It's introduced me to a fundamental shift in thinking that has implications across the organization—for marketing, product, development, advertising, technology, and research."

Details

Investment

\$7,000. Groups of four or more from the same company receive a 15% discount.

Includes hotel accommodations, meals, and transportation between hotel and school.

Note: flights and transportation from airport to hotel are not included.

Dates

March 11-13, 2025

Venue

Yale School of Management Evans Hall
165 Whitney Ave. New Haven, CT

Questions?

ycci@som.yale.edu

Practical Expertise

Engage with World-Renowned Scholars

Among the most productive and cited scholars in the field, the YCCI faculty team utilizes decades of cutting-edge research and industry partnership with Fortune Top100 organizations to help address the challenges of today's marketing, innovation, and research organizations.

Impact

Forge Leading Theory into Effective Practice

Grounded in the YCCI Decision Framework, the course systematically uncovers the fundamental behavioral insights that can be put to use to drive business results. Throughout the program, faculty share the current thinking in academic research and case studies, moderate discussions, and guide work sessions to ensure learning in our classroom leads to action in your boardroom.

Experience

Recharge with an Immersive Course of Study

Through invigorating work sessions with your accomplished peers, inspiring lectures on cutting-edge research and case studies, and vibrant discussions with faculty, you'll shift your understanding of how consumers make choices and how you can influence those choices.

“ *I was given the time to fully immerse myself in the learning without a thousand distractions and connect with super smart people both from Yale and the cohort I was with.* **”**

-Past Participant



Curriculum

The foundations of human understanding

A hidden system of decision-making lies beneath our awareness. This course will give you fundamental knowledge about the sometimes-surprising ways in which consumers decide whether to buy, when to buy, how much to consume, and more.

- ❖ A Decision Framework: Beliefs, Goals, and Choices
- ❖ A Two-System Theory of Choice
- ❖ Choice Architecture: A New Behavior Change Framework
- ❖ Framing Brand Value

Putting foundations to work

In the second module, we turn our focus to how the latest ideas from academic research can be used to solve your most pressing business challenges.

- ❖ Designing Persuasive Messaging
- ❖ Framing Price
- ❖ Overcoming Consumer Inertia To Choice
- ❖ Designing Satisfying Consumer Experiences
- ❖ Communications: Mindsets and Self-Control

Learning a better way to learn

This course will help you not only understand what consumers do, but also show you how to learn about what they do. The final module focuses on conducting market research and experimentation in order to build a renewed culture of experimentation.

- ❖ A Behavioral Science Lens on Generating Consumer Insights
- ❖ The Value of Experimentation
- ❖ Designing Experimentation



Yale SCHOOL OF MANAGEMENT
Center for Customer Insights

Faculty will include:



Ravi Dhar

Program Co-Director; George Rogers Clark Professor of Management and Marketing; Director of the Center for Customer Insights



Shane Frederick

Program Co-Director; Professor of Marketing; An expert in preference, framing effects, and decision-making under uncertainty



Nathan Novemsky

Program Co-Director; Professor of Marketing; An expert in the psychology of judgment and decision-making



Return on learning

This course provides you with tools to drive business results, insight generation, brand building, product development, communication strategy, negotiations, and customer experience design.

Who should attend

This program is crafted for executives with at least 10 years of experience who lead functional teams in such areas as marketing, branding, insights, innovation, product management, technology, strategy, and communications.