Rethinking Marketing and Insights

Behavioral Economics Immersion

Master behavioral economics with leading Yale researchers in a three-day immersion program at the Yale Center Beijing.

Marketing and product departments spend billions to understand and influence consumers—with mixed results. Behavioral economics brings to bear psychology, economics, and marketing to better understand the often-hidden factors that really influence consumer behavior.

Among the most productive and cited experts in the field, the team from the Yale Center for Customer Insights (YCCI) utilizes decades of cutting-edge research to help address the challenges of today’s marketing, innovation, and research organizations.

Grounded in the YCCI Decision Framework, this Yale Center Beijing program systematically uncovers the fundamental behavioral insights that can be put to use to drive business results. Throughout the program, YCCI researchers share the current thinking in behavioral economics, moderate discussions, and guide work sessions to ensure that learning in our seminar leads to action in your boardroom.

Thought Leaders

Ravi Dhar
George Rogers Clark Professor of Management and Marketing

Nathan Novemsky
Professor of Marketing

Details

Visit yalesom.io/exec_beibeijing for upcoming dates.

Investment
¥52,000 RMB, inclusive of lunch, tea breaks, and opening and closing banquets. A 15% discount is offered for groups of 4 or more from the same company and for Yale SOM alumni.

Venue
Yale Center Beijing
8 Jianguomenwai Avenue, Chaoyang District, Beijing, China

Contact
Xiuling Li (xiuling.li@yale.edu)
Agenda

Drive better business results using cutting edge behavioral research to

• Better frame your value proposition
• Design memorable customer experiences
• Understand conscious and unconscious choice drivers
• Redesign research practices to generate real consumer insights
• Become an effective test and learn organization

Day 1: The foundations of behavioral economics

A hidden system of decision-making lies beneath our awareness. Day 1 will give you fundamental knowledge about the sometimes-surprising ways in which consumers decide whether to buy, when to buy, and how much to consume.

A Behavioral Economics Framework: Beliefs, Goals, and Choices
Choice Architecture and the Theory of Choice
Designing Satisfying Customer Experiences
Goal Activation and Receptivity
Motivation: A Contextual Perspective

Day 2: Putting behavioral economics to work

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

Framing Brand Value
Framing Price
Designing Effective Value and Pricing Frames
Communications: Mindsets and Self-Control
Overcoming Consumer Inertia to Choice

Day 3: Collecting and applying insights

Behavioral economics can help you not only understand what consumers do, but it can also show you how to research what they do. The final module focuses on the insights of behavioral economics for conducting market research and experimentation in order to build a renewed culture of experimentation.

Value of Experimentation
Designing Experimentation
Behavioral Science Lens on Consumer Research
Designing a Useful Test

Who should attend?

The immersion 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. Simultaneous English / Chinese interpretation is available throughout the program.

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An immediate return

• Lead your organization informed by new ways of thinking about consumers based on the latest behavioral science research—uncovering the real drivers of consumer choice.
• Develop a deep understanding of how behavioral economics can immediately help solve pressing business challenges.
• Champion a culture of experimentation throughout your organization based on test-and-learn theory and practice.

“After close to a decade in research and consulting, many puzzling areas of consumer insights became clear and actionable for me from the Behavioral Economics Immersion program. Through engaging workshops, industry examples, and break-out exercises, subject matter experts Ravi Dhar and Nathan Novemsky brought learning and application together in a profound way. I now look forward to experimenting with and implementing new-found concepts, frameworks, and tools in my work to enhance project approaches for today’s leading brands.”

—Denise Sabet, General Manager, Labbrand