

## ***Journal of Marketing Insights in the Classroom***

We seek to increase marketing practitioners' exposure to and use of research published in the *Journal of Marketing*. One easy way for *JM* content to reach marketing practitioners is by encouraging academics to include *JM* research in their curricula. Many academics do this already. However, there are adoption costs that dissuade others from doing so, including distilling a finding or idea into a few slides and envisioning where content fits into a course.

“*JM Insights in the Classroom*” is designed to help academics adopt more *JM* research in their teaching. This program asks authors of *JM* articles published from 2008 on to think about their papers from an instructional perspective and to offer a few slides that can be adopted into class sessions. The appendix shows an example of several slides adapted from a 2009 *JM* paper by Kumar and Shah used in Christine Moorman's Marketing Strategy class. Five slides are used here but a shorter number is desirable (see details below).

Think about what your *JM* article offers that is most beneficial to undergraduate, MBA, or EMBA students. This might be a framework, idea, finding, or an example. Here are a few principles for increasing the adoption of these insights by instructors. These short slide collections:

- Are not a research talk! Slides showing complex conceptual or empirical models are not likely to be useful to students—keep it simple and interesting;
- Do not need to include all aspects of your paper. Focus on a few key ideas or findings that you think will be most useful to students;
- May focus on a framework, concept, metric, finding, or example from the paper;
- Should stand alone and be self-explanatory—explain everything in order to make your ideas clear;
- Should not use a great deal of jargon;
- Can involve one slide or multiple slides, but should likely be no more than three to four slides to increase the likelihood of adoption by instructors;
- Should not be overly complex or contain a great deal of data; and
- Can use images to make the slides more engaging.

Review the examples of submitted insights on the *JM* website to get a sense of how simple and easy these decks are to understand. Use this PowerPoint template to build your slides. This will ensure uniform branding of the effort across submissions. Up to three sets of slides (with three to four slides each) may be submitted. Slides will be indexed using *JM*'s current topic codes, which you will find on the submission form.

Once your deck(s) are complete, click on this [link](#) to reach the submission form, which will provide a location for you to upload your slides.

If you have questions, reach out to me at [moorman@duke.edu](mailto:moorman@duke.edu).

Thank you for supporting the *Journal of Marketing* and the dissemination of marketing knowledge into our classrooms!

Christine Moorman,  
Editor-in-Chief

## APPENDIX: EXAMPLE OF SLIDES FOR “JM IN THE CLASSROOM” INITIATIVE

CLV techniques allow you to distinguish between low and high value customers

Strategy and spending should then follow to maximize profits

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### CLV field study – B2B Firm

- *Fortune* 1000 high-tech manufacturing firm that sells computer-related hardware and software.
  - Monthly transaction data from January 2000 to June 2006.
- Top 20% of customers account for 91% of total profits, while the bottom 20% have a negative lifetime value.

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### Profile of high-CLV and negative-CLV customers

Demographic	Typical High-CLV Customer	Typical Negative-CLV Customer
Industry type	High-tech, aerospace, financial services	Chemicals and plastics
Number of years since incorporation	15-25 years	5-10 years
Domestic or multinational	Multinational	Domestic
Number of employees	>500 employees	100-300 employees
Average annual revenue	>\$50 million	\$5-\$10 million

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### B2B firm strategies

- Moved marketing resources from medium/low-CLV and negative-CLV customers to high-CLV customers.
  - Directed negative-CLV customers to online channels.
- Increased acquisition spend on prospective customers who matched the profile of high-CLV customers.

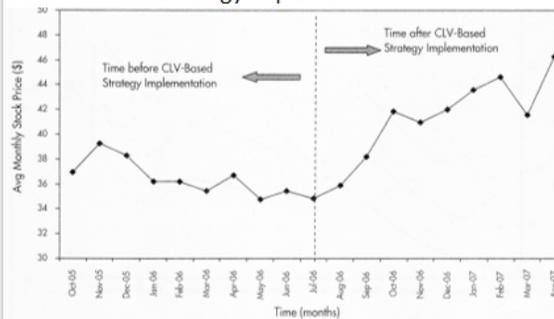
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### B2B firm CLV-based strategy implementation

Kumar and Shah (2010)  
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