

## NEW ECONOMY LEFT-BRAIN MARKETING

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A common question often asked in Marketing is, “Is Marketing an art or science?” It can still be said to be both, but many argue the balance is shifting. It can be argued that telecommunication and computing have swept away the many of the traditional, old economy barriers and forced marketers to address a “customer centric” marketing process from a scientific perspective. Forrester indicated we are in the new era known as Left Brain Marketing that is being fueled by three trends (Matthew, 2004). Trend one is technology and computing has brushed aside media-distribution barriers. Given the competing outlets, channels and mediums, it is harder to get messages our efficiently let alone to an audience that wants to hear the message. Trend two addresses electronic communications that allow identification of household/individual thus enabling tailored direct, narrowcasting communication. Trend three allows for the technology shift to interactivity gain more knowledge about target audiences in a very cheap fashion. These trends can lead to sloppiness if discipline is not applied. Leading marketers see the need to bring a more analytical approach to marketing efforts. In short marketers need to combine marketing, analytics and technology; or developing a more concrete impact in dealing with deep audience knowledge, analytic techniques and closed loop measurement practices. (Anderson, 2005). If not there will continue to be more corporate episodes like when Target invades personal lives in a manner leaving those involved feeling violated as their personal lives invaded (Duhigg, 2012).

One can argue this is moving marketers to become more left brain thinkers versus the right brain as traditionally viewed. It can be said, marketing needs to embrace both and more importantly, marketing educators need to devise ways to ensure both right brain as well as left brain thinking in part of the business/marketing curriculum. For this session, the focus will be on how to bring left brain thinking to the marketing education process. Authors like Peter November, indicated that the educational process is basically left brain, and business educators need to take every opportunity to insert right brain learning into the process (1993). November saw right brain learning as “management” or how to deal with people, fellow workers, not how to creatively reach customers, a very critical part of marketing education which is for another session. It has been argued that right brain learning in marketing is the creative, intuition, and empathy seeking process. This session wants to argue “Left brain” thinking has come to marketing, but not in the traditional accounting or finance perspectives. Left brain marketing needs to apply analytics and technology to assess those creative, intuitive, empathy based marketing activities/initiatives.

Presenters will show how they are bringing left brain, number based decision making to the marketing classrooms. How numbers affect their perceptions, thus influencing their decision making, and how they understand and embrace/apply marketing strategies. One can look at the success of Hyundai, which has embraced the balance of left-brain and right brain choices customer bring to the consumption process to highlight the need for both right and left brain marketing . They wanted to develop stability and consistency, not just create new, big ideas in a flamboyant way. (Halpert, 2011). The session will look at how to get the students to view marketing numbers from a marketing point of view versus the traditional “bean counter” perspective and the challenges encountered in the process.

### References

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