Shopper Marketing (Retail)

Professor: Juan Morillo Bentué, PhD
E-mail:
Office hours: by appointment

Course Description

The aim of this course is to build capability in understanding what shopper marketing is and provide a common language to effectively integrate brand, shopper, consumer and retailer in order to drive sales.

Identify the requirements for successful Shopper marketing, and the importance of using Shopper insights to develop effective Shopper marketing solutions for retailers

- Understand consumer priorities and define the drivers of brand growth

- Develop bespoke shopper segmentation, identify and understand target shoppers

- Define new channel structures; prioritize channels to maximize shopper influence and business profits

- Create integrated marketing strategies to drive changes in consumer and shopper behavior

- Define trade investment frameworks, route to market and key customer engagement strategies

The final objective of those departments is to deeply understand who and why people are buying products they currently buy **(the shopper)** to decide which actions to take in each of the point of sale **(retail)**.

Methodology

1. Professor combines lectures with practical exercises. During the course, a combination of exhibitions will be held in class with the explanation of real and simulated case studies, online video viewing, reading of related news, etc...

It is intended that participants will combine theoretical and practical content that can later apply in practical cases.

The course is designed to accompany the student throughout the learning process working in small groups and project development at a group level.

The methodology of individual work will be combined with the methodology of cooperative work.

Competencies to acquire

CE5 Plan through the mastery of specific techniques, the different elements of the marketing mix that are connected to the marketing of a company

CE8. Apply market implementation techniques for the design and implementation of an action plan at the point of sale.

Learning outcome

CE5

R1. Discriminate between the various decisions that make up the marketing mix for execution

R2. Apply the analysis techniques to facilitate decision-making corresponding to the elements of the marketing mix based on the results

R3 Make management recommendations for all elements of the marketing mix

CE8

R1 Differentiate between the different tactical possibilities of implementing the marketing plan

MSc in Marketing – Shopper Marketing (Retail)

R2 Develop a promotional plan

R3 Make an action plan at the point of sale

Evaluation criteria

Students evaluation will be continuous and particularly based on their ability to actively participate in class and to solve the proposed case studies. Students will also be required to do a final exam.

The evaluation items and their weight are thus as follows:

- Group case evaluation: **60% of the final grade.**

- Individual final exam: **40% of the final grade.**

Important:

In courses that feature a final exam, a minimum grade of **4 out of 10** in the final exam is necessary for the other evaluation criteria to be taken into account when computing the student's overall grade for the course. Therefore, students who obtain less than a 4 out of 10 in the final exam will fail the course automatically. Those students will have to take a remedial exam (more details below).

Courses in the Program will generally include group assignments (case studies, projects etc.). At the end of each term, and in order to disincentivize free-riding behaviors, students will have the opportunity to evaluate the involvement of the rest of their team members in all group assignments that took place within the term. Students who obtain sufficiently poor evaluations from their team members will be penalized. The penalty will involve a reduction in the overall group assignment grades of **all** courses that include group assignments (max penalty: 20% reduction of those grades). More details on the topic are available on eCampus.

All the activities that are submitted past the deadline or that do not follow the submission instructions in terms of content, format, etc. will be considered as 'not submitted'. Students will be informed about the submission and presentation dates the first day of class.

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program

As with all courses taught at the UPF BSM, students who fail the course during regular evaluation will be allowed ONE re-take of the examination/evaluation. Students that pass any Retake exam should get a **5 by default as a final grade for the course.** If the course is again failed after the retake, students will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the "Retake" period). In the meantime, the student will get an "incomplete", which will be replaced by the actual grade after the final exam is taken. The "incomplete" will not be reflected on the student's Academic Transcript.

Plagiarism is to use another's work and to present it as one's own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the "Honor Code," students acknowledge that they understand the schools' policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program."

Reading Materials/ Bibliography/Resources

Case studies, reading materials and PowerPoints will be provided at the beginning of each session.

Bio of Professor

Juan Morillo holds a PhD and a master ́s degree in Economics and Business Administration from Universidad Rey Juan Carlos (Madrid), as well as a chemical engineering degree from Instituto Químico de Sarrià IQS (Barcelona). He took the ESADE's Sales Management Program.

MSc in Marketing – Shopper Marketing (Retail)

*The information contained in this document is for information purposes only and may be subject to change in the adaptations of each academic year. The definitive Guide will be available to students enrolled in the virtual space before the start of each subject.

Dr. Morillo counts with 10 years of experience in international companies, working as a Sales and Marketing Director. Nowadays, he is working as a consultant in Commercial and Strategy projects and is a part-time professor in various universities and business schools, where he teaches Sales and Marketing courses.