
Shopper Marketing: Retail

Professor: ALBERT CAMPRUBI

Office hours: by appointment

Course Type: Elective

Credits: 4 ECST

Term: 3rd Term

Course Description

The aim of this course is to provide a fundamental overview on Retail Marketing, and specifically on key topics and core competencies that are needed to manage a store in order to drive profit and sales.

This program integrates the following contents:

- Retail Experience, both online and offline: an Omnichannel approach.
- Retail Marketing Plan. Actions and Strategies to achieve success in our retail project.
- Store Management: From Business intelligence to Team Management and motivation.
- KPI's: basic and advanced metrics to manage a retail business.
- Present and Future Trends in Retail Marketing.

This course is specially designed to students that want to know more about consumers, products, stories, and the way brands and stores behave and are organized nowadays. The main goal is to generate interest around the Retail Marketing field of expertise and challenge them to discover more about it.

Objectives

- Get to know the fundamental concepts of retail marketing to successfully manage a retail project, both digitally and physically.
- Deepen into the retail experience concept, and understand topics such as omnichannel, digitalization and big data applied to stores.
- Discover the most important KPI's in retail environment, and master the strategies and techniques to improve them.
- Understand the dynamics and daily habits in a retail store that will bring any team to performance excellence.
- Be informed and attentive to the latest trends in retail, especially after the global COVID19 crisis.

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

Learning Outcomes

CE5

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

R2. Apply 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 implementation of the marketing plan.

R2 Develop a promotional plan.

R3 Make an action plan at the point of sale.

MSc in Marketing

Methodology

1. Professor combines lectures with practical exercises.
2. During the course, and outside of the academic calendar, the students will take action and experience a “Retail Tour” individually that will be presented throughout the course.
3. In the majority of the sessions of this course the students will have dedicated time to actively prepare a Workshop Project, in small groups, to put into practice all the concepts and learnings from this Retail Marketing Subject.

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.

Evaluation criteria

Students evaluation will be continuous and particularly based on their ability to actively participate in class. Students will also be required to prepare two assignments: Retail Tour (individual) and Workshop (Small-Group).

The evaluation items and their weight are thus as follows:

- Workshop evaluation: **60% of the final grade.**
- Individual Retail Tour Evaluation: **40% of the final grade.**
- *Merit Increase: +10% extra based on digital activities during the class.*

Retakes

Retakes will be available for students under specific circumstances:

- Failing the final exam (in case the subject has one):
 - A remedial exam will be available with the same content covered on the final exam.
- Failing the course AND failing the final exam:
 - A recovery exam will be available. This exam will consist of ALL the content the subject covered throughout the term.

- Failing the course BUT approving the final exam OR failing a course that DOES NOT contemplate a final exam but a final project (individual):
 - A recovery exam will be available. This exam will consist of ALL the content the subject covered throughout the term.

Important:

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.

STUDENTS WHO FAIL TO DELIVER ALL THE ASSIGNMENTS WILL NOT BE ALLOWED TO TAKE THE FINAL EXAM.

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

Students who fail the course during the regular evaluation are allowed ONE re-take of the evaluation, in the conditions specified above. If the course is again failed after the retake, the student 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.”

Calendar and Contents

DATE/SESSION	TOPIC	READINGS/ACTIVITIES
12/04/23	Welcome + Retail Basics	
17/04/23	Retail Tour Pitch-Back Session	Retail Tour - Individual
19/04/23	Retail Marketing Plan	
24/04/23	Retail Experience	
26/04/23	KPI's: essential and advanced	
03/05/23	Retail Marketing Strategies	
04/05/23	Consumer & shopper	
08/05/23	Point of Sale: 360° Management	
10/05/23	Present and Future Trends in Retail Marketing	
15/05/23	Workshop Pitch-Back Session	Group Presentation
17/05/23		
22/05/23		
24/05/23		
31/05/23		
01/06/23		
05/06/23		
07/06/23		
08/06/23		
12/06/23		
19/06/23		
21/06/23	Final Exam	

Bio of Professor

Albert Camprubi has +12 years of working experience in sports industry, acquiring skills and knowledge in different fields such as Retail, Brand and Digital Marketing.

Associate professor in BSM since 2014, Albert has been in charge of the Retail Marketing Module in the BSM-UPF Master in Sports Management, and also mentoring students across their Master Final Projects (TFM).

Lately Albert has started his own start-up project in the culinary and gastronomy sector, which is complementing his professional experience and helping him grow other relevant skills linked to entrepreneurship, general management and Sales.