

1. BASIC DETAILS

Course	Retail marketing (shopper marketing)
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	4º
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	1st semester

2. INTRODUCTION

The Retail Marketing (Shopper Marketing) subject in the Bachelor's Degree in Advertising of Universidad Europea is focused on developing skills and knowledge about the marketing of products in shops and online. This course offers students an overview of the various aspects that influence the way in which consumers make their buying decisions and how effective marketing strategies can be used to influence this behaviour.

Students will explore themes such as market segmentation, consumer understanding and their buying behaviour, as well as the creation and execution of marketing plans to promote products and services. Through this subject, students will learn how to analyse data, design and carry out effective marketing campaigns, and use emerging technologies to improve customer experience and maximise sales in physical and virtual sales environments.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

Transversal skills (CT, by their acronym in Spanish):

CT2 - Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT4 - Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

CT5 - Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations

Specific skills (CE, by their acronym in Spanish):

CE31 - Ability to recognise the marketing function and its contribution towards achieving the strategic goals of the company, and its position within the basic functions of the company.

CE32 - Ability to identify and assess the needs of consumers, designing procedures, creating products and solutions with which to channel demand towards the offer of brands, applying the technical tools used in market surveys and taking these as a guideline in decision-making, respecting fundamental rights and equality between men and women.

Learning outcomes (RA, by their acronym in Spanish):

- RA1: Analyse and understand how an existing distribution system works on a market.
- RA2: Analyse and understand consumer behaviour at the point of sale in both a physical and digital environment.
- RA3: Design and adapt a specific communication strategy to the distribution channel and e-commerce.

Skills	Learning outcomes
CB4, CT5, CE32	RA1
CB4, CT5, CE32	RA2
CB4, CT5, CE32	RA3

4. CONTENTS

- Concept, structure and composition of distribution channels.
- Multi-channelling and omni-channelling.
- Spatial assessment and selection of product location and advertising material.
- Retail Merchandising decisions: communication management at the point of sale.
- E-commerce and the new virtual shop environment.
- New and future communication trends at the point of sale.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Problem-based learning
- Project-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	24
Asynchronous lectures	6
Case study analysis	15
Problem-solving	15
Oral presentations	15
Drawing up reports and written work	15
Group tutorials	10
Independent working	50

TOTAL	150
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7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
On-campus knowledge tests	40.0
Oral presentations	20.0
Reports and written work	20.0
Case study/problem scenario	20.0

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

The work of reference for follow-up of the course is:

The recommended bibliography is indicated below:

- Berman, B. (2016). *Retail Management: A Strategic Approach*. Pearson Education.
- Broekhuizen, T., & Jager, W. (2016). Conceptualizing and Exploring Retail Experience. *Journal of Marketing Management*, 32(5-6), 409-429.
- Kumar, P., & Rajan, R. (2018). *Retailing Management*. Oxford University Press.
- Kusumasondjaja, S., & Yoo, C. W. (2015). The Influence of Perceived Store Environment on Customer Emotions and Loyalty Intentions: An Empirical Study of Retail Chain Stores. *Journal of Retailing and Consumer Services*, 23, 1-10.
- Levy, M., & Weitz, B. A. (2018). *Retailing Management*. McGraw-Hill Education.
- Peck, J., & Shu, S. B. (2019). The Effect of Mere Touch on Perceived Ownership. *Journal of Consumer Research*, 46(2), 199-214.
- Puccinelli, N. M., Chandukala, S. R., Grewal, D., & Suri, R. (2013). Are Men Seduced by Red? The Effect of Red Versus Black Prices on Price Perceptions. *Journal of Retailing*, 89(2), 115-125.
- Pujari, D., & Wright, G. (2017). *Retail Marketing Strategy: Delivering Shopper Delight*. John Wiley & Sons.
- Seock, Y. K., & Bailey, L. R. (2008). Attitudes Toward Private Label Apparel Brands: Impact of Product Knowledge, Fashion Orientation, and Demographics. *Family and Consumer Sciences Research Journal*, 37(4), 444-459.
- Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From Multi-Channel Retailing to Omni-Channel Retailing: Introduction to the Special Issue on Multi-Channel Retailing. *Journal of Retailing*, 91(2), 174-181.