



# Shopper Marketing Fundamentals E-Course

## What is the course?

An introductory online course which will provide an understanding of the fundamentals of shopper marketing across 5 self-paced modules. Course topics include definitions, retail objectives, POP drivers, the path to purchase and shopper behaviour.

## Who is it for?

The course is for anyone involved in the retail and shopper marketing industry including brand, marketing, design, account management, sales and finance staff that need an understanding of shopper marketing.

## Shop! Members

The course is free to all current Shop! ANZ Members. To sign up, email [shop@shopassociation.org.au](mailto:shop@shopassociation.org.au) using the subject line E-Course Registration, as well as your name and email address.

### NON-MEMBERS

I would like to book  place(s) to attend the e-Course @ \$295.00 +GST each  
TOTAL \$ \_\_\_\_\_

## Booking Details

Contact Name:   
Company Name:   
Address:   
Postcode:   
Phone:   
Email:

## Payment Details

DIRECT PAYMENT ACC NAME: POPAI Australia & New Zealand  
Please debit my:  BANK: NAB ACC#: 29955812 BSB: 082 401

VISA CARD  MASTERCARD  AMEX

Card number:  Expiry:

Cardholder's Name:

Signature:

Total amount: \$  (please note: payment made by credit card will incur a 2% service fee for Visa and Mastercard and 3.75% service fee for AMEX)

## Education

### 1 Shopper Marketing Definitions

- Why Shopper? Shopper vs. Consumer
- Shopper Insights
- What is Shopper Research?
- Shopper Marketing Defined

### 2 Understanding Retail Objectives

- Understanding business models
- Retailer vs. supplier priorities
- Retailer business drivers
- Key retail objectives
- The \*Five Way Multiple\*
- Retailer needs and desired outcomes

### 3 Point Of Purchase (POP) Drivers

- What are POP Drivers?
- Range
- Space & Layout
- Visibility
- Price
- Promotion
- Persuasion

### 4 Path to Purchase

- What is the Shopper Path To Purchase (P2P)?
- The Traditional P2P
- Touchpoints Along the P2P
- The Impact of Digital and Mobile Technology
- Introducing Moments of Truth
- The Holistic Approach - Pre, In & Post

### 5 Shopper Behavior

- How and why they shop
- How: Purchase Decision Hierarchies
- How: Navigation
- Why: Lifestage
- Why: Occasions
- Why: Missions

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