SM 100: FUNDAMENTALS OF SHOPPER MARKETING: WHAT YOU NEED TO KNOW AND WHY

BACKGROUND/BUSINESS NEED:
Dramatic changes in consumer behavior and the retail landscape have forced consumer product marketers to identify better methods of understanding, reaching and influencing U.S. shoppers across a new, more complex path to purchase.

To drive company success and excel in their individual roles, employees involved in any aspect of the marketing/customer function must better understand the numerous and evolving dynamics of this new path to purchase and learn the core skills required to develop effective go-to-market strategies and shopper-influencing programs.

Learners emerging from this course will be more effective in their roles after gaining a better understanding of the shopper marketing discipline and its ability to deliver shopper value, capture shopper attention and drive conversion along the entire path to purchase.

COURSE OBJECTIVES:
Participants will gain a thorough understanding of:
- The definition of shopper marketing: what it is, what it does, how it works.
- The core principles of shopper marketing from both a strategic and tactical perspective.
- Effective methods for developing and executing shopper marketing strategies and programs.
- How applying "path to purchase thinking" to traditional processes will lead to effective integrated strategies and programs.
- The critical need for various organizational functions to be aligned toward achieving shopper-centric goals.

IMPACT MEASUREMENT:
For organizations/individuals who wish to qualify the learning experience:
- Post-session, participants will demonstrate the application of key learned principles to their jobs.
- A post-session activity summary developed by the learner/manager will help determine the performance impact.

PRE-REQUISITES:
Before undertaking the course, participants will be required to:
- Read and react to a list of foundational materials on p2pi.org.
- Collect materials/elements from a past "shopper marketing" program with which the learner has some "insider" level of personal experience/understanding. Elements of the program will be used to inform course exercises.

COURSE DELIVERY:
- Full day of instructor-led training and exercises (public or corporate-specific)
- Corresponding e-learning, with pre- & post-session evaluations (to come)
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<th>LESSON</th>
<th>LEARNING OBJECTIVES</th>
<th>KEY TOPICS</th>
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| **L1: Why Shopper Marketing?** | Understand the societal and technological changes that have precipitated the need for a shopper-centric focus in consumer product marketing | • Critical marketplace shifts  
• The Need for "Whole person" thinking  
• Shopper Marketing's role |
| **L2: Fundamentals of Shopper Marketing** | Understand the origin, evolution and business focus of Shopper Marketing and the basic demands of the discipline | • Evolution of shopper marketing  
• Strategic role  
• Scope of activities |
| **L3: Understanding Shopper Behavior and Engagement** | Understand today's technology-enabled shopper and the evolving path to purchase; learn the need to establish a path to purchase framework to drive effective engagement | • Basic elements of shopper behavior  
• The Path to Purchase Framework  
• Principles of Effective Shopper Engagement |
| **Case Studies** | Strengthen course learning through a deep dive into best-in-class examples of successful shopper marketing programs | • Case Study 1  
• Case Study 2  
• Case Study 3  
• Common elements of effective programs |
| **L4: Dynamics of Organizational Success** | Learn best practices for the development of a shopper-centric organization; learn a framework for developing effective shopper marketing platforms and programs | • Organizational fit  
• Necessary skills  
• Platform & program development |
| **L5: Introduction to Shopper Insights** | Learn perspectives on the development and implementation of true shopper-centric insights | • Consumer vs. shopper insights  
• Key insights focus areas  
• Introduction to insights activation |
| **L6: Overview of Effective Performance Measurement** | Understand common metrics and methodologies for measuring shopper marketing success within the organization and with retail partners. | • Defining success  
• Common measurement practices  
• Aligning Internally  
• Aligning with retail partners |
| **L7: Basics of Brand/Retailer Collaboration** | Gain an understanding of the retailer perspective on shopper marketing; understand the importance of strategic collaboration for unlocking shopper marketing's full potential. | • Requirements for collaboration  
• Best-in-Class practices of effective organizations  
• The collaboration framework  
• Introduction to joint business planning |
| **L8: Emerging Trends in Shopper Marketing** | Learn what’s coming next for U.S. retail and the shopper marketing discipline | • Shifting shopper demographics  
• E-commerce and ‘anytime/anywhere’ shoppers  
• The evolving discipline |