Shopper Marketing (Pricing and Promotions)

Professor: Gustavo Martínez  
E-mail: gustavo.martinez@upf.edu  
Office hours: by appointment

Course Description and Objectives

The present course aims to teach students a marketing approach not solely based on the consumers (the people who use a product) but also and more specifically on the buyers (the people who purchase a product, thus paying money for it). The course will also focus on point-of-sale marketing strategies, since it is in the point of sale where the majority of purchase decisions are made.

Methodology

Sessions will combine the presentation of concepts and methodologies with the discussion around case studies.

There will be case studies for each topic covered in class. The goal of the case studies is to foster class participation and debate, and to encourage students to work in teams.

Additionally, there will be a global, all-encompassing case study that students will work on throughout the course in order to apply the concepts seen in each topic.

Bio of Professor

**Lourdes Roquet**: Founding partner of the consulting company ‘BeBIG’. Executive MBA awarded by Instituto de Empresa. Majored in Economics at Universidad Autónoma of Barcelona. Has been Segmented Execution Director, Trade Marketing Manager, and Group Key Account at Coca-Cola Spain. Has been responsible for the category management department at AC Nielsen.

**Noelia Gutierrez**: Founding partner of the consulting company ‘BeBIG’. Master Degree in Consumption and Trade awarded by Universidad Complutense of Madrid. Completed an Executive Development Programme at IADE. Majored in Economics at Universidad Autónoma of Madrid. Has been the Catering Department Manager of the SOS Group, the Retail Manager of Red Bull Spain, and the Key Account Manager and Trade Marketing Executive of Coca-Cola Spain.