Shopper Marketing (Retail)

Professor: Javier Sanchez Lamela  
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Office hours: by appointment

Course Description

In this course students will learn how to use channel-based and customer-oriented marketing strategies.

Objectives

The goal of this course is to teach students how they should interact with distribution channels and customers in order to ensure the successful implementation of a company’s marketing plan.

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, the course will feature a case study about negotiation that will require students to engage in role-playing.

Bio of Professor

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.