

## ***Shopper Marketing***

ADV 4930 Section: 346

***Class Periods:*** Thursday Period 3-5 (9:35 AM - 12:35 PM)

***Location:*** Weimer 2058

***Academic Term:*** FALL 2025

### ***Instructor:***

Santiago Kember

[s.kember@ufl.edu](mailto:s.kember@ufl.edu)

352-294-1670

Office & Office Hours: Wednesday 10:30 AM to 11:30 AM; Wednesday 2:30 PM to 3:30 PM, or by appointment, at the office or Zoom conversation. Office location Weimer 3058.

### ***Course Communication:***

Please email me through Canvas or using the subject line “ADV4930” with any questions about assignments and class content. Please include as much information as possible in your email so I can respond accurately. Contacting me through Canvas is the most efficient way to communicate. I will make every effort to respond to your email within 24 hours of you sending it.

### ***Course Description***

Catalog description: This course is a “big picture” overview of shopper marketing. Definition, origins, terminology, retail formats and shopper behaviors will be covered. The course will include hands-on application of learned concepts into shopper marketing communication campaigns. Considering that about 70% of the buying decisions for consumer-packaged goods are made in-store (physical or digital), understanding, and acting on shopper marketing communications is critical in Today’s advertising world. The path to purchase and the different ways of influencing it through communications will be an essential component of the course.

### ***Course Pre-Requisites / Co-Requisites***

A minimum grade of C in ADV3008 and MAR3023 are required as prerequisite course.

**Course Objectives**

This course will outline the tenets of shopper marketing communications and approaches to developing shopper advertising to influence the decision-making process of acquiring goods and services. After completing this course, students will be able to:

- Describe shopper marketing fundamentals
- Explain shopper marketing and its importance clearly, with knowledge of its origins
- Identify and utilize the proper shopper marketing terminology
- Identify and understand retail formats
- Recognize shopper behaviors and distinguish key elements relevant to advertising
- Define the path to purchase elements and assess the various touch points
- Understand and effectively apply shopper insights to solve communication problems
- Develop a shopper marketing campaign, from concept to creative execution
- Develop presentation skills
- Constructively evaluate own work as well as the work of peers

**Materials and Supply Fees**

Please bring your laptop to the class. Some activities will require you to research online.

**Required Textbooks and Software**

No book required

Suggested reads:

Underhill, Paco. *Why We Buy: The Science Of Shopping*, --Updated and Revised for the Internet, the Global Consumer, and Beyond, Simon & Schuster, 2008

Meunier, Eric G.. *Think Shopper. Enduring Truths and New Rules for Marketers in An Omnichannel World*. Kindle Edition, ISBN: 978-2-9574016-1-1

**Course Schedule**

	Date	Content	Module
Week 1	8/21/25		M1 -Why Shopper Marketing
	Syllabus review & intro	How shopper marketing began Defining Shopper Marketing	

<b>Week 2</b>	<b>8/28/25</b>		
		Key moments & origins Advantages, Disadvantages & Benefits	
<b>Week 3</b>	<b>9/4/25</b>	<b>Quiz M1</b>	
		Intro to retail Distribution	
<b>Week 4</b>	<b>9/11/25</b>	<b>Store visits</b>	
		Visit to local retailers: 2-4 formats	
<b>Week 5</b>	<b>9/18/25</b>		
		Retail Formats Modern Trade, Traditional, On Premise  Manufacturer / Retail Collaboration	<b>M 2 -Channels &amp; Retailers</b>
<b>Week 6</b>	<b>9/25/25</b>	<b>Quiz M2</b>	
		Shopper versus consumer differences  Shopper behavior, mindsets & missions  Library Workshop	<b>M 3 - Shopper versus Consumer</b>
<b>Week 7</b>	<b>10/2/25</b>		
		Shopper Behavior Shopper Insights - definition & importance	
<b>Week 8</b>	<b>10/9/25</b>		
		shopper segmentation	<b>M 4 - Shopper insights &amp; Segmentation</b>

	Basics of shopper Research		
<b>Week 9</b>	<b>10/16/25</b>		
		Basics of shopper Research Use of Atmospherics Application of shopper marketing to the fashion industry	<b>Atmospherics &amp; Application to Fashion</b>
<b>Week 10</b>	<b>10/23/25</b>	<b>Quiz M3 &amp; M4</b>	
		Purchase Barriers & Opportunities	
<b>Week 11</b>	<b>10/30/25</b>		<b>M5 - Strategy: Shopper Barriers &amp; opportunities</b>
		Behaviors & Mindsets per trip Work on group project Guest Speaker Work on group project	
<b>Week 12</b>	<b>11/6/25</b>	<b>Quiz Module 5</b>	
		Different P2P models Activating the P2P Omnichannel Shopping Evolution of the P2P	<b>M6 - Path to Purchase</b>
<b>Week 13</b>	<b>11/13/25</b>	<b>Quiz Module 6</b>	
		From Concept to activation Work on group project	
<b>Week 14</b>	<b>11/20/25</b>	<b>Group Presentations</b>	
		Teams present the group project shopper marketing campaign	<b>Group project presentations</b>
<b>Week 15</b>	<b>11/27/25</b>	<b>THANKSGIVING</b>	

***Attendance***

Class Attendance will be taken at each meeting time. Students are also expected to actively participate in class.

Each student is allowed one “free” missed class without penalty to the final attendance point total. However, “free” absences do not automatically excuse the student from assignment due dates. For excused absences, make-ups, and additional clarification of UF’s attendance policy, please see:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Please note that for religious absences, UF requires students to notify the Professor before the absence.

***Late Policy***

Unless you have a documented reason for not completing an assignment by the due date (except for factors listed in the UF attendance policy link above), late submissions on homework, exams, and quizzes will not be accepted. Extra credit projects will not be assigned in lieu of late submissions.

***UF Policies*****University Policy on Accommodating Students with Disabilities**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

**University Policy on Academic Misconduct**

Academic honesty and integrity are fundamental values of the University community. Students should read the UF Student Honor Code at <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

**Netiquette: Communication Courtesy**

All class members are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats. See the course netiquette guidelines on Canvas.

**Getting Help**

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

helpdesk@ufl.edu

(352) 392-HELP - select option 2

<https://elearning.ufl.edu/student-help-faqs/>

**Other resources are available at <http://www.distance.ufl.edu/getting-help> for:**

- Counseling and Wellness Resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

### ***Class Expectations and Make-Up Policy***

- Students should attend all classes. Excused absences must be consistent with university policies in the Graduate Catalog and require appropriate documentation. Additional information can be found in Attendance Policies.
- Students should actively participate in class discussions. I understand that some of you may feel more comfortable than others speaking in front of your peers and /or voicing your opinions. Providing your opinion will be very important in your future as a professional, whether orally or in written format.
- Be respectful of diverse opinions during class discussions or group activities. All opinions count.
- Laptops are allowed during class for research and/or note-taking. Cell phones are not allowed during class.
- Students are responsible for all material covered in class.
- Students should complete readings BEFORE the class in which they are discussed.
- Students are responsible for checking Canvas frequently for the latest class information and updates.

### ***Assignments***

To fully comprehend shopper marketing, students will have the opportunity to apply the skills learned in the course. The quality of one's experience in this course can be attributed, in part, to the level of involvement in the learning process. Therefore, students are expected (and encouraged) to be part of the learning process through regular and consistent participation.

Written assignments will be submitted through Canvas and should adhere to the specifications detailed in each project summary. All assignments must be submitted by the due date to avoid point forfeiture.

### ***Quizzes***

Quizzes are intended to be short-form, low-stakes assessments that gauge the student's knowledge and understanding of the course readings and lectures. Quizzes will be administered via

CANVAS. Students must take the quiz within the designated due date to avoid forfeiting the quiz opportunity. Students are allowed only one attempt per Canvas quiz. Each quiz is timed and will automatically close at the end of the allotted time.

### **Group Project**

Groups will be asked to deliver a formal presentation of their project close to the end of the semester. Each group will have to attend scheduled check-in meetings with the instructor. Each team member will receive a calculated score from individual and group scores. A grading rubric will be provided to clarify the instructor's expectations for the final deliverable and specific milestones throughout the development of the group project.

### **Grading & Make Up Policy:**

We will follow UF Attendance Policies regarding attending class, assigned work, quizzes, and exams. Exceptions may only be allowed at the discretion of the instructor, with proper notification of a documented reason for why you cannot complete an assigned component of this class.

Homework not submitted by the posted due date and time will incur a 10% grade reduction for every 24 hours late, up to five days. After five days, no late homework will be accepted.

Missing a quiz, activity, or exam without permission results in zero points for such activity or quiz. Under certain circumstances where the student misses a quiz, activity, or exam for unanticipated reasons, students will have two business days (i.e., 48 weekday hours) to inform the instructor and negotiate a make-up opportunity. In either case, valid, verifiable documentation supporting the reason for the absence is required (doctor's note, accident report, etc.).

Excused absences must be consistent with university policies in the [Graduate Catalog](#) and require appropriate documentation. Additional information can be found in [Attendance Policies](#).

### **Evaluation of Grades**

<b>Assignment</b>	<b>Percentage of Final Grade</b>
Quizzes	28%
Individual Assignments	32%
Group Project	34%
Class participation	6%
TOTAL	100%

### **Grading Policy**

The following is given as an example only.

<b>Percent</b>	<b>Grade</b>	<b>Grade Points</b>
95.0 - 100.0	A	4.00
90.0 - 94.9	A-	3.67
87.0 - 89.9	B+	3.33

<b><i>Percent</i></b>	<b><i>Grade</i></b>	<b><i>Grade Points</i></b>
83.0 – 86.9	B	3.00
80.0 - 82.9	B-	2.67
77.0 - 79.9	C+	2.33
73.0 – 76.9	C	2.00
70.0 - 72.9	C-	1.67
67.0 - 69.9	D+	1.33
63.0 - 66.9	D	1.00
60.0 - 62.9	D-	0.67
0 - 59.9	E	0.00

More information on UF grading policy may be found at:

[UF Graduate Catalog](#)  
[Grades and Grading Policies](#)

### ***Students Requiring Accommodations***

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

### ***Course Evaluation***

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. [Click here for guidance on how to give feedback in a professional and respectful manner](#). Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via [ufl.bluera.com/ufl/](http://ufl.bluera.com/ufl/). [Summaries of course evaluation results are available to students here](#).

### ***University Honesty Policy***

UF students are bound by The Honor Pledge, which states, “We, the University of Florida community members, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” [The Honor Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

### ***UF Plagiarism Policy***

Plagiarism Definition - A student shall not represent as the student’s own work all or any portion of the work of another.

Plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether



- published or unpublished, without proper attribution.
- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
- Unauthorized use of materials or resources.
- Prohibited collaboration or consultation.
- Submission of paper or academic work purchased or obtained for an outside source.

For UF's Plagiarism Policy visit <http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf>

### ***Software Use***

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

### ***Class Recording***

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.”

### ***Student Privacy***

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](#).

### ***Campus Resources:***

Health and Wellness

#### **U Matter, We Care:**

If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575 so that a team member can reach out to the student.

**Counseling and Wellness Center:** [counseling.ufl.edu/cwc](http://counseling.ufl.edu/cwc), and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

#### **Sexual Assault Recovery Services (SARS)**

Student Health Care Center, 392-1161.

**University Police Department** at 392-1111 (or 9-1-1 for emergencies), or [police.ufl.edu](http://police.ufl.edu).

### ***On-Line Academic Resources***

**E-learning technical support**, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.

**Career Resource Center**, Reitz Union, 392-1601. Career assistance and counseling.

**Library Support**, Various ways to receive assistance with respect to using the libraries or finding resources.

**Teaching Center**, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.

**Writing Studio**, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.

#### **Student Complaints Campus**

#### **Students Complaints**