



ATENEUM DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS  
CENTER FOR CONTINUING EDUCATION



Sales Management **ONLINE PROGRAM**

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# FUNDAMENTALS OF SHOPPER MARKETING & STRATEGY

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**September 6, 8, 10, 13, 15 & 17, 2021**

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)



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# ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.



# WHO SHOULD ATTEND?

- Sales Managers – Handling Distributors & Top Modern Trade Accounts.
- Sales Managers in-charge of a group either General Trade (i.e. groceries, sari-sari stores) or Modern Trade (Supermarkets, Convenience Stores, Drug Stores)
- National Sales Managers. Shopper Marketing personnel
- Marketing professionals can join to expand their knowledge on Trade Marketing.

## OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Fully understand the key principles, and methodologies in Shopper Marketing/Trade Marketing.
- ➔ Better understand the shopper strategy process & methodology.
- ➔ Identify key insights into the shopper path-to-purchase & shopper mission.
- ➔ Appreciate the concepts and methodologies of Shopper Marketing and the entire Shopper Strategy Process.

# FUNDAMENTALS OF SHOPPER MARKETING & STRATEGY

The Fundamentals of Shopper Marketing & Strategy course allows Salespeople, Shopper Marketers, Demand Planners and Marketing people to understand the shopper behavior to a higher level. Shopper marketing focuses on the customer or buyer at the point of purchase but takes into account the mental as well as the physical path-to-purchase of the shopper/buyer. This takes into account the decision points in the shoppers purchasing journey.

Shopper Marketing attempts to influence the shopper/buyer's 'shopping mission' at the moment when they are actually prepared to make the purchase. The course will help the commercial people in the organization in creating a good shopper marketing proposition then do the actual activation in-store and thus create an immediate impact and directly influence the purchase behavior.

The course will also take us through the 6-step approach Shopper Strategy process from creating the proposition to delivering the activation. These steps take on a detailed approach into the PDCA processes in the shopper strategy process. In addition, the course will also cover an update on Shopper Marketing changes during the current pandemic and let the participants share their experience on the changes they have personally experienced.

At the end of the course, participants will present either their actual trade marketing campaign or take a photo of shopper campaigns they are interested in and critique their work using the 6-step approach.

## PROGRAM OUTLINE

- I. **Introduction to Shopper Marketing**
- II. **What is Shopper Marketing?**
- III. **Why Shoppers are different from Consumers and the 8 theories of Shopper Psychology**
- IV. **Shopper Marketing Strategy/ Activation?**
- V. **6 Steps of the Shopper Strategy Process**
- VI. **Presentation of Trade Marketing Campaign**

# RESOURCE PERSON



**MR. PAOLO DANIELE  
SERRANO**

Southeast Asia-awarded business leader with twenty five (25) years of marketing, sales, and operations experience in Consumer Goods, Telecom, and Food and Beverage Industries. Currently the Head of Sales (Sales Director) of Arla Foods Philippines.

Previously worked as Regional Marketing Director (Southeast Asia) and Marketing Director (Philippines) at Arla Foods for two (2) years, Business Development Director at Globe Telecom for two (2) years, Senior Brand Manager and Sales and Marketing Manager at Mondelez Philippines for five (5) years, and Distributor Business Executive, among other roles, at Nestle Philippines, Inc. for a total of nine (9) years.

His most recent awards include the Best Advertiser of the Year in the 2019 Asia-Pacific Tambuli Awards, YouTube Philippines 2019 Ad of the Year, multiple franchise awards in the Franchise Excellence Awards of the Philippine Franchise Association, and an award from Investors In People, a global organization that advocates employee programs to deliver business results.

Has experience in building and implementing market strategy, brand and category management, sales and business development, and building high-performance teams within the Southeast Asian Market, particularly Japan, Korea, Hong Kong, Taiwan, Singapore, and the Philippines.

Is a proven leader that has led teams to sales and business growth in Southeast Asian markets in the consumer goods, food and beverage and telecom industries. Won the Silver International Stevies Award for Arla Foods and the Bronze Stevie Awards Asia Pacific for Globe Telecom through aggressive marketing strategies, and innovative product development.

Graduated Bachelor of Science Commerce degree in Marketing Management from De La Salle University. Awarded Gold Medal, Best Advertising Thesis for his study, “An Advertising Plan for Le Coeur de France”.

# FUNDAMENTALS OF SHOPPER MARKETING & STRATEGY

## PROGRAM DETAILS

September 6, 8, 10, 13, 15 & 17, 2021

Mondays, Wednesdays, Fridays

5:30 pm - 9:00 pm

**Synchronous sessions via Zoom**

**Asynchronous sessions via access to the**

**AteneoBlueCloud (Canvas LMS)**

## PROGRAM FEE

Php 15,000.00 (*Early Eagle Rate*)

Php 16,500.00 (*Regular Rate*)

*\*Schedules and prices may change without prior notice.*

## INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Attendance
- Printed Certificate of Course Completion

## REGISTER NOW!

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SCAN CODE  
TO REGISTER



*Experience*  
**EXCELLENCE**