

# POP. e-Course

## Who is it for?

The target audience for the e-Course is anybody involved in the day-to-day world of Marketing at Retail eg. brand, marketing, design, account management, sales & finance staff that need an overview of the industry.

The course also serves as a great refresher for all those already established in the industry who would benefit from a broader knowledge.

## What does it cover?

It is an entry level instrument which will provide a basic understanding of the world of Marketing at Retail across 6 x 45 minute modules covering the Retail Environment, Shopper Behaviour, Types of POP and Digital Media in Retail.

## What is the P.O.P. e-Course?

*Part of our ongoing commitment to developing the Marketing at Retail industry is to engage a wider audience with new tools and channels to educate industry professionals.*

*This process led POPAI Australia & New Zealand to develop an online, interactive, audio-visual e-learning course.*

# POP. e-Course

## POPAI MEMBERS

I would like to book  place(s) to attend the e-Course @ \$125.00 + GST each\*  
 TOTAL \$ \_\_\_\_\_

## NON-MEMBERS

I would like to book  place(s) to attend the e-Course @ \$195.00 + GST each\*  
 TOTAL \$ \_\_\_\_\_

\*15% discount available for 5 or more place bookings made in one transaction. Please contact the POPAI office.

## BOOKING DETAILS

CONTACT NAME: \_\_\_\_\_  
 COMPANY NAME: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 \_\_\_\_\_ POSTCODE: \_\_\_\_\_  
 PHONE: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_

## PAYMENT DETAILS

CHEQUE MADE PAYABLE TO **POPai Australia & New Zealand Ltd**  
 **DIRECT PAYMENT** ACC NAME: POPAI Australia & New Zealand  
 BANK: Commonwealth Bank ACC #: 1004 7174 BSB: 062 215

Please debit my:

Bankcard  Visa Card  Mastercard  Diners  Amex

Card Number:

\_\_\_\_\_ Expiry Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_

TOTAL AMOUNT: \$ \_\_\_\_\_ (please note: payment made by credit card will incur a 2% service fee for Visa and Mastercard and 3.75% service fee for Amex and Diners.)

**CONFIRMATION & CANCELLATION DETAILS** Please complete the form and return to:  
 POPAI Australia & New Zealand PO Box 500 Collaroy Beach NSW 2097. CONFIRMATION will be sent when payment is received. If you have to CANCEL your place at the course after payment has been made, 80% of the fee will be refunded. A substitute delegate is welcomed at no extra charge.

## 1 The Retail Environment

- A history of retail
- Attributes of the various retail channels
- Obstacles faced by retailers in these channels
- Innovation in retail

## 2 Shopper Behaviour & the Role of P.O.P.

- Types of shopper behaviour
- Perception, recognition & recall
- The purchasing decision process & influences
- The application of theory in the retail environment

## 3-5 Different forms of P.O.P.

- Temporary, semi-permanent & permanent
- Materials & manufacturing processes
- Practical examples
- Obstacles to effective implementation
- Advantages and disadvantages

## 6 Digital Media in Retail

- The technology behind the screen
- Content
- Business models & rationale
- Audio in retail