Retail Marketing and Shopper Experience Design Training Course



26 - 30 Oct 2026

Milan

5900 € (Per Person)

Ref: #MAR7297_145174

Course Introduction / Overview:

In today's hyper-competitive market, success is no longer just about the product on the shelf; it is about the complete journey and experience of the shopper. This course provides a comprehensive exploration of the dynamic intersection between retail marketing and shopper experience design. It delves into the core principles that transform a simple transaction into a memorable and engaging interaction. Drawing upon the foundational work of consumer behavior experts like Paco Underhill, author of the seminal book "Why We Buy: The Science of Shopping," participants will uncover the subtle psychological triggers that influence purchasing decisions. This program, offered by BIG BEN Training Center, moves beyond traditional marketing theories to equip professionals with the skills to architect compelling in-store and omnichannel environments. We will dissect every touchpoint, from the initial brand discovery to post-purchase engagement, focusing on creating a seamless and emotionally resonant customer journey. Participants will learn to leverage data analytics, visual merchandising, and sensory marketing to not only attract customers but to build lasting brand loyalty and drive sustainable growth in a rapidly evolving retail landscape.

Target Audience / This training course is suitable for:

- Retail Store Managers and Supervisors.
- Marketing and Brand Managers.
- Visual Merchandisers and Store Designers.
- Retail Buyers and Category Managers.
- Customer Experience and Service Managers.
- E-commerce and Omnichannel Strategists.
- Small Business Owners and Retail Entrepreneurs.
- Operations Managers in the retail sector.
- Sales and Business Development Professionals.

Target Sectors and Industries:

- Fashion and Apparel Retail.
- Consumer Electronics and Technology.
- Supermarkets and Grocery Chains.
- Furniture and Home Goods.
- Health and Beauty.
- Hospitality and Food Service.
- Telecommunications.
- Automotive Dealerships.
- Governmental retail entities and public-sector commercial operations.

Target Organizations Departments:

- Marketing and Communications.
- Sales and Retail Operations.
- Customer Service and Experience.
- Merchandising and Procurement.
- Store Design and Development.
- Brand Management.
- E-commerce and Digital Strategy.
- Business Intelligence and Analytics.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze and interpret modern shopper behavior and consumer psychology.
- Develop and implement effective visual merchandising strategies.
- Design compelling in-store layouts and atmospherics to enhance the shopper experience.
- Map the end-to-end omnichannel customer journey across physical and digital touchpoints.
- Create integrated retail marketing campaigns that drive foot traffic and online engagement.
- Utilize retail analytics and data to make informed marketing and design decisions.
- Implement customer loyalty and retention programs that foster brand advocacy.
- Leverage in-store technology to create personalized and interactive experiences.
- Evaluate the ROI of marketing initiatives and experience design investments.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants can immediately apply their learning in a real-world context. This course moves beyond theoretical lectures to foster a dynamic learning environment built on active participation. Sessions will incorporate a blend of expert-led presentations, in-depth case study analyses of leading global retail brands, and collaborative group workshops. Participants will engage in hands-on exercises such as creating customer journey maps, developing visual merchandising plans, and brainstorming omnichannel marketing campaigns. Team-based activities and peer-to-peer feedback sessions are integral to the process, encouraging the exchange of diverse perspectives and problem-solving skills. We emphasize a practical, results-oriented approach, where concepts are not just taught but are actively applied and debated. This ensures a deep and lasting understanding of the principles of retail marketing and shopper experience design, empowering attendees to drive tangible improvements within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Modern Retail and Shopper Psychology

- The evolution of the retail landscape.
- Understanding the modern consumer's mindset and expectations.
- Key principles from Paco Underhill's "Why We Buy".
- The psychology of color, light, and sound in retail environments.
- Mapping the basic shopper decision-making process.
- Introduction to sensory marketing and its impact.
- Differentiating between customer service and customer experience.

Unit Two: Designing the In-Store Customer Experience

- Principles of effective store layout and traffic flow design.
- The art and science of visual merchandising and product displays.
- Creating powerful window displays to attract customers.
- Leveraging store atmospherics and sensory branding.
- Strategic product placement and category management.
- Point of Purchase (POP) marketing strategies.
- Integrating digital signage and interactive technology in-store.

Unit Three: Mastering the Omnichannel Retail Journey

- Defining the seamless omnichannel experience.
- Mapping the customer journey across all touchpoints (online, mobile, in-store).
- Bridging the gap between physical and digital retail.
- Click-and-collect and other integrated fulfillment strategies.
- Using social media to drive in-store traffic.
- Personalization strategies for the omnichannel shopper.
- Consistency in branding and messaging across channels.

Unit Four: Strategic Retail Marketing and Engagement Tactics

- Developing an integrated retail marketing plan.
- Crafting effective promotional campaigns and pricing strategies.
- Building and managing customer loyalty and reward programs.
- The role of brand storytelling in creating emotional connections.
- In-store events and experiential marketing.
- Local store marketing and community engagement.
- Training staff to become brand ambassadors and experience drivers.

Unit Five: Analytics, Optimization, and the Future of Retail

- Key Performance Indicators (KPIs) for retail marketing and experience.
- Utilizing shopper analytics and foot traffic data.
- A/B testing for store layouts and marketing campaigns.
- Gathering and acting on customer feedback and reviews.
- The impact of Artificial Intelligence and Machine Learning on retail.
- Exploring trends like sustainable retail and the circular economy.
- Developing a future-proof strategy for your retail business.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an increasingly digital world, what is the fundamental, irreplaceable role of the physical retail space in building lasting brand loyalty?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a holistic and deeply integrated perspective on the retail ecosystem, treating marketing and experience design not as separate functions but as two sides of the same coin. While many programs focus narrowly on either digital marketing or traditional visual merchandising, this training provides a comprehensive framework for creating a seamless omnichannel journey. It moves beyond surface-level tactics to explore the underlying consumer psychology and behavioral science that drive shopper decisions, grounding every strategy in a solid understanding of human motivation. The curriculum is built around practical application, emphasizing the development of actionable strategies over the memorization of abstract theories. Participants will not just learn about customer journey mapping; they will create one. They will not just hear about experiential retail; they will design a concept for an in-store event. This focus on hands-on, strategic thinking, combined with insights into data analytics and future retail trends, equips professionals with a versatile and forward-looking skill set that is directly applicable to driving measurable business results.