

## Capability-oriented "Point of Purchase Advertising" Teaching Reform Research

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**Abstract**—Point of Purchase Advertising in recent ten or twenty years is inseparable from the popularity of the supermarkets, however, the growing competition between the supermarkets is better improved the development of Point of Purchase Advertising. Facing to the rich assortment products in the supermarket, how can the customers choose the favorite goods rapidly? Point of Purchase Advertising will bear the responsibility of "guide" and "salesman", thus the consumers welcome it. So, the key of Point of Purchase Advertising design is whether to express the information briefly, what the graceful aspect is, how to present full of touching appeal. The designer must focus on the study of each store's characteristic, goods' property and the customer's consumption psychology in order to have a definite object to show the most attracted advertising information for the customers. Regarding to the Point of Purchase Advertising teaching, it's more important to make students grasp three aspects that are research ability, planning ability and design ability, in order that the advertising teaching can be better adaptable for the design and improvement of Point of Purchase advertising.

**Keywords**—Point of Purchase Advertising; Teaching Reform; Planning Ability; Research Ability; Design Ability

### I. INTRODUCTION

Point of Purchase Advertising hereafter referred to POP advertising means the advertising in the sales place or shopping place. POP advertising makes all kinds of facilities as media, which are at the outside and inside of sales place, aims to attract consumers and arouse consumer's shopping desire, cause a silent but very intuitionistic marketing effectiveness. It can directly affect the sales performance, is mainly selling tool during purchase stage. Many POP advertising belong to the flat surface advertisement. This form of advertising, which is applied in limited time and space, will benefit for attracting customers, leading customers shopping, stimulating the desire of customer and achieving the shopping behavior.

#### I. DOMESTIC UNIVERSITY EDUCATION AND TEACHING SITUATION

##### A. The development of POP advertising interiorly

The rise and development of POP advertising is more related with the popularization of the supermarket and their increasingly intensified competition. Facing to the plenty colorful products in the supermarket, how can the consumers choose the favorite goods rapidly? POP advertising will be on the role of "guide" and "salesman" to help the consumers. With the increasing popularity of supermarkets and the

expansion of open exhibit sales method in stores, POP advertising is developing very quickly.

At present, the research on the relationship between POP advertising and advertisement has begun to appear. The primary feature of POP advertising design is expressing brief information, having lovely aspect and full of charming appeal. The designer need research the character of the store and products and consumer's shopping psychology, thus accurately present more attractive advertisement. The illustration, text of advertisement should definitely and concisely show the advantage and feature of products, some shopping bonus, like gift, lucky draw etc. POP advertising is not simply holiday decorations in store. It must be exhibited perfectly and match the around environment but catch the customer's eyes in order that the customers do shopping comfortably.

##### B. The POP advertising course situation about advertising profession of Shanghai Jianqiao University

Regarding the situation of advertising profession in Shanghai Jianqiao University, in the past, the teacher planned the course according to purchase type during the POP advertising teaching. That might cause the following several problems in the process of teaching,

- In the research ability, the previous course ignored to train the students' research ability. The students' reports just touch the surface type of POP advertising. The research was not reasonably executed basing on the character of brand and products, customer's need and psychology.
- In the plan ability, the plan according to the research content can't well combined with the markets because the key point of planning is not very reasonable, not able to accurately grasp the customer's shopping psychology.
- In the design creativity ability, the students need reinforce hand-painted ability and executive ability in order to make the design achieve better effect. Normally, the students' creativity and design ability is quite unique, but this kind of ability is always blocked with lack of expression method. That can be inspired and achieved by reasonable course reform.

Above all, we must understand the primary characteristic is research, planning, design and execution in POP advertising courses. That further emphasizes the importance of POP advertising courses in market development. For the present society employment situation, the professional characteristic of Shanghai Jianqiao University is abiding the

principle of theory with practice. Basing on this teaching principle, the students are required more reading, writing, executing and more interactive communication during research process. Meanwhile, with theoretical tradition courses like "Advertising Research", "Advertising Planning And Creativity", "Corporate Image Design", etc., the students can not only learn the more systematic professional knowledge but also enhance the society practice ability. Therefore, in order to develop our advertising professional characteristics, adapt to different requirements from the market, it's very important to execute the further teaching reform. At the same time, Shanghai Jianqiao University has established school-enterprise cooperation platform, thus the students can really experience the actual case happened in the corporation, and also share advanced technology experience and excellent case, furthermore receive the more intuitionistic and comprehensive teaching experience from the market.

## II. "POP ADVERTISING" TEACHING REFORM MEANING

Through the "POP advertising" teaching reform, the students can learn and grasp various abilities such as research ability, creative ability and executive ability by means of society practice research, class exhibition display, etc., thus the POP advertising design executed by hand-print, computer and multimedia can be conjunction with society practice very well.

Adhere to the ability-oriented education teaching idea, the reform emphasize to train the students' research ability, planning ability, design ability and execution capabilities, and actively explore the "school - market - enterprise" teaching mode. In the other hand, the teaching reform may guide the students to research the various types of goods, shops and stores reasonably, strengthen the students' manipulative ability, promote the spirit of innovation, and enhance the students' research capability, in order to actively adapt to the requirement of high quality advertising personnel who would devote to the social economic development.

Combining with the major characteristics of Shanghai Jianqiao University, the mainly method of reform is achieving some results such as the excellent teaching case presentation, students' work evaluation and exhibition, teaching reform research essay published. These results will comprise the POP advertising courses technology and creative planning platform to be spread, thus promote the POP advertising teaching developing further.

## III. TEACHING ANALYSIS OF POP ADVERTISING COURSE

### A. The objective of teaching research and construction

"POP Advertising" curriculum research is aimed at the basis of Shanghai Jianqiao University students, in accordance with their aptitude, emphasizing the training of research ability and innovation practice, promoting the knowledge, ability and quality developed coordinately. Through the POP teaching, we strive to achieve three objectives:

- Through the training of POP advertising design and making, inspiring the students with potential creativity and handmade ability, in order to help them to combine the theory knowledge and the practice better.
- Helping the students to organize market research with detailed plan, and combine the research with plan very well, thus obtaining remarkable design capability. That is also the main goal of the POP course.
- On the school-enterprise cooperation, through some actual case in corporation, the students can achieve a lot of practice training so as to make the design and creativity maximize the development.

### B. POP teaching research and course construction

According to some problems appeared in the previous teaching process, the course construction and reform shall be, as follows,

- On the research ability
  - Arrange the students to have a reasonable investigation in a planned way.
  - Have the research according to their choice of products brand and POP type.
  - Have the research basing on the reasonable selection of consumers, dealers and retailers.
  - Have the research focused on the products or brands characteristic, customer's requirement and consumption psychology.
  - Investigate the present POP advertising in various types of stores.
  - Investigate the present POP advertising in different sale stage or season of the stores.
  - Have the research of POP advertising as per the different market region or the special creative shop located in the feature street.
  - Finally, according to the research results, the students must design a reasonable investigation report and questionnaire.
- On the planning ability
  - Before the investigation, the students must make the plan according to the research content. This plan can reflect the requirement of the market, and also include the analysis from the relative planning and activities. Meanwhile, the student must actively pay attention to consumers and realize their feeling of shopping experience in order to have reasonable plan and make final design.
- On the design and make ability
  - Point to the students' creative ability characteristics, the reform must be proceed for the students regarding to their design execution, especially the lack of hand-painted ability and executive ability. The students can be separated as several teams with boys and girls in it. The benefit is they can learn each other and complement each other. The teacher had better require the students to use other software except CorelDraw, such as Illustrator and Photoshop software to realize the production process. And also

use a various techniques, like hand-painted, collage and print collage, etc. in order to achieve better effect.

### C. The major problems in the teaching research and construction

- The first problem is there are no good plan and no depth in previous research.  
For this problem, the teacher need try to take the research plan from the classroom teaching to extracurricular teaching, go out of the classroom. Through going to the various stores, shopping malls, characteristic shop, investigating on site, taking pictures, collecting relevant data, the students can make the corresponding questionnaire and design the reasonable investigation report.
- The second problem is the students' homework is not good because the students have almost no planning ability for POP advertising in the early research course. Many students just copy from others. In addition, some design effects are too difficult for them to accomplish. Regarding to this problem, the teacher can ask the students to determine the planned brand which he prefer to do according to his research direction after they finished the sufficient research. That would help the students to finish the plan schedule and report.
- The third problem is there is a lot of difference among the students about the hand-painted ability, computer application ability. These must be solved. And the applicable software selection also needs to be improved. About the solution of hand-painted ability difference, the students may be separated as several teams with boys and girls in it and try to make them to draw on the strong point each other in every team. Meanwhile, the teacher also asks the students to use all kinds of techniques, like hand-painted, collage and print collage, etc. in order to achieve better effect. About the execution ability difference, the teacher can require the students to use various software not only CorelDraw, but also Illustrator and Photoshop software to realize the production process, thus enhance the students' professional software application ability.

### IV. THE DEFINITE SOLUTION OF ESTABLISHING "POP ADVERTISING" CURRICULUM RESEARCH

According to the curriculum configuration and requirements, firstly, arrange several teams to do the multi-direction research. Secondly, get the more accurate results and analysis report from every team who investigated the different region. Finally, accomplish the reasonable plan satisfying the market demand.

- Establish and arrange the first group to major or representative large stores to do investigation. The investigation places can be classified in accordance with the type, such as supermarket (e.g. WAL-MART supermarket, Carrefour supermarket), home furnishing Stores (e.g. IKEA, HOLA, etc.). Every team must have

a team leader who makes sure the reliable and effective communication with teacher. It's also necessary and important that the teacher should supervise and control the whole investigation process according to the research content and processing stage.

- Establish and arrange the second group to major or representative large shopping mall to do investigation, such as the Super Brand Mall, Kerry City, Wu Jiao Chang business district and Xu Jia Hui business district and so on). Every team must have a team leader who makes sure the reliable and effective communication with teacher. It's also necessary and important that the teacher should supervise and control the whole investigation process according to the research content and processing stage.
- Establish and arrange the third group to the representative small shop or street with particular feature, such as Xin Tian Di, Tian Zi Fang, Chang le Road etc. According to the characteristics of the shop, the students need take some pictures about various POP advertising. For this kind of investigation, it can be supervised and controlled by signing and submitting a certain amount of photos and video.
- After finished the investigation, according to the survey report and photos, each team can determine to make their plan and program, design work, hand work and so on. At the end of the course, every team need discuss the whole process and share their practice, exhibit the final effect of POP advertising, make the whole course into a comprehensive case.

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