

Course Code	Course Title	L	T	P	C
BAMGT214	In-Store Influence: Packaging, Design and Shopper Communication	3	0	0	3
Pre-requisite	NIL	Syllabus Version			
		1			
Course Objectives					
Understand of how packaging, retail design, and shopper communication influence consumer perception and in-store decision-making. Examine the visual, structural, and psychological dimensions of packaging, signage, and spatial design in shaping shopper experience. Apply analytical and design thinking principles to interpret shopper behavior and create effective retail and packaging strategies within physical store environments.					
Course Outcomes					
Describe how environmental and packaging cues influence shopper behavior at the point of sale. Analyze the effectiveness of different packaging styles, structures, and materials in communicating brand identity. Analyze signage and in-store communication systems. Evaluate the role of visual hierarchy, typography, and layout in signage and in-store messaging. Design packaging and communication systems that align with user needs and brand objectives.					
Module:1	Shopper Psychology and In Store Behavior	7 hours			
Shopper journey stages, planned vs impulse purchases, retail touchpoints, sensory cues in-store (sight, sound, smell, touch), cognitive load and decision fatigue, shelf positioning and visual field impact, behavioral nudges in physical retail, attention span and scanning behavior, consumer personas in retail design					
Module:2	Packaging Design Elements Strategy and Functionality	9 hours			
Functions of packaging (protection, information, appeal), structural vs visual packaging, color psychology in packaging, brand storytelling through packaging, typography and readability, surface graphics and iconography, sustainable materials and eco-					

conscious design, packaging usability and ergonomics, unboxing experience and emotional triggers, packaging for diverse demographics (children, seniors, eco-conscious buyers)		
Module:3	InStore Communication and Signage Design	9 hours
Types of in-store communication (directional, promotional, instructional), signage hierarchy and layout, font choice and legibility, call-to-action messaging, iconography and pictograms, localization and language adaptation, use of digital signage, shelf-edge communication, POP displays and product glorifiers, legal and ethical considerations in signage (disclosure, disclaimers)		
Module:4	Retail Space and Visual Merchandising Design	9 hours
Store layout types (grid, racetrack, free-flow), planogram design basics, focal points and hotspots, color blocking and product grouping, cross-merchandising techniques, window display principles, lighting for mood and product visibility, tactile engagement zones, audio and ambient music in retail, AR/VR and interactive installations in retail.		
Module:5	Case Studies in Packaging and Retail Communication	9 hours
FMCG packaging case studies (beverages, snacks, cosmetics), luxury brand packaging strategies, minimalist vs maximalist packaging trends, signage and wayfinding in large format stores, local vs global brand packaging adaptations, in-store communication failures and redesigns, comparison of traditional vs tech-integrated retail communication, multi-sensory brand activation examples, cultural influences in packaging aesthetics, analysis of shopper behavior research reports		
Module:6	Contemporary Topics	2 hours
Guest Lectures from Industry Experts, Recent Trends		
Total Lecture Hours:		45 hours
Text Book(s)		
Klimchuk, M. R., & Krasovec, S. A. , "Packaging design: Successful product branding from concept to shelf " , Wiley, 2 nd Edition, 2016 Martin, B., & Hanington, B., "Universal methods of design: 125 ways to research complex problems, develop innovative ideas, and design effective solutions " , Rockport Publishers, 2 nd Edition, 2019		
Reference Books		

Ambrose, G., & Harris, P. , "**Packaging the Brand: The Relationship Between Packaging Design and Brand Identity** ", Bloomsbury Publishing, 1st Edition, **2017**
Pentawards; Wiedemann, J, "**The Package Design Book 5** ", Taschen America Llc, 1st Edition, **2019**

Mode of Evaluation: Continuous Assessment Test, Quiz, Final Assessment Test, Seminar, Group Discussion, Course Project, Case Study

Recommended by Board of Studies :

26-09-2025

Approved by Academic Council : No. 80

20-11-2025