

SYLLABUS

MK414E

Trade Marketing

ACADEMIC AREA :	MARKETING AND NEGOTIATION
PROGRAMME :	MASTER DMM / PGE / UGTC LEVEL 4 PGE
PERIOD :	SPRING
COORDINATOR :	
INSTRUCTOR(S) :	
CONTACT HOURS :	15.0 hours
STUDY TIME :	null hours (Class preparation, homework and assessments)
CREDITS :	2.0 ECTS
AOL :	NO

PRE-REQUISITE MODULES :

MODULE DESCRIPTION :

Trade Marketing focuses on the strategic aspect of the 4th P (Placement) in the marketing mix, crucial for both B2B and B2C contexts, as well as offline and online commerce. This module aims to equip students with the skills to ensure products are optimally positioned on shelves, displays, and stores, making them easily accessible and effectively promoted to retailers and final consumers. By understanding the dynamics of trade marketing, students will learn how to enhance product visibility, drive sales, and build strong relationships with retailers and distributors. This knowledge is essential for future careers in marketing, as it prepares students to excel in roles that require strategic planning, market analysis, and effective communication with key stakeholders in the supply chain.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Develop a sustainable strategic vision to Connect (eco-)systems #ConnectSystems

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

TOPICS COVERED :

1. Retailer and Distributor Promotions – Providing discounts, incentives, and exclusive deals to encourage bulk purchases. 2. Point-of-Sale (POS) Marketing – Designing attractive in-store displays and shelf placements. 3. Trade Shows and Events – Showcasing products to retailers and distributors. 4. Training and Support – Educating retailers about product benefits to help them sell more effectively. 5. Merchandising Strategies – Ensuring products are displayed attractively to maximize sales.

RESEARCH-LED TEACHING :

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

CSR NB HOURS :

SUSTAINABLE DEVELOPMENT GOALS COVERED :

-

TEACHING METHODS :

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed

ACADEMIC INTEGRITY :

BIBLIOGRAPHY :

Additional Reading

MODULE PLAN SESSIONS :

