

SYLLABUS

MK414E_0101_26

Trade Marketing

ACADEMIC AREA :	MARKETING AND NEGOTIATION
PROGRAMME :	MASTER DMM / PGE / UGTC LEVEL 4 PGE
PERIOD :	SPRING
COORDINATOR :	Ms. Anne-Sophie TARDY
INSTRUCTOR(S) :	Ms. Anne-Sophie TARDY
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) :

At the end of this course, the students will be able to 1. Develop a complete trade marketing plan. 2. Deploy a merchandising strategy. 3. Create effective POS to reach goals and in a sustainable logic. 4. Connect physical and digital to an omnichannel experience

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 :

This module introduces to student the concepts of trade marketing. The module does not include innovative concepts.

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

By focusing on strategic product placement, merchandising optimization, and efficient distribution channels, the course encourages students to design trade marketing actions that reduce waste, avoid overproduction, and improve supply chain efficiency. Students learn to align commercial performance with responsible practices by promoting better stock management, transparent communication with distributors, and consumer-oriented merchandising strategies that favor informed and sustainable purchasing decisions. Through this approach, future marketing professionals are trained to balance economic growth with environmental and social responsibility.

CSR NB HOURS :

3

SUSTAINABLE DEVELOPMENT GOALS COVERED :

- 12 - Responsible consumption and production

TEACHING METHODS :

- Interactive lecture – Instructor-led sessions that integrate questions, discussion, and brief activities to engage students
- Project-based learning – Students work on real or simulated projects that unfold over time, typically involving deliverables at several milestones.

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed
Continuous	Group	Oral Final exam	40%	15 Minutes	1-2-3
Final	Individual	Final written exam	60%	2 Heures	1-4

Assessment 1 details:

oral presentation in groups :

1. Presentation of a diagnosis
2. Goals definition
3. Trade marketing strategy justification
4. Trade marketing action plan

Assessment 2 details:

Case study

ACADEMIC INTEGRITY :

BIBLIOGRAPHY :

Davies, G. (1993) Trade Marketing Strategy. London: Paul Chapman Publishing.

Schmutzler, R. (2016) Trade Marketing, Category Management, and Shopper Marketing: Organizational Trends in Consumer Goods Marketing and Sales. Wu Publishing.

Additional Reading

MODULE PLAN SESSIONS :

Plan Session 01 :

Session 1 – Retailer and distributor promotions

- Introduction to the module: objectives, contents, expectations and assessment methods
- Focus on the trade marketing plan
- Role of promotions in trade marketing (B2B & B2C contexts)
- Designing discounts, incentives, and exclusive trade offers
- Forming groups for the group project

Plan Session 02 :

Session 2 – Point-of-Sale (POS) Marketing

- Principles of in-store visibility and shopper behavior
- POS materials, shelf placement, and display optimization
- Practical workshop: evaluating and improving in-store layouts
- Group work : definition of POS

Plan Session 03 :

Session 3 – Trade shows, events & retail training

- Objectives of trade shows and professional events
- Product presentation and retailer engagement strategies
- Retailer training tools to improve product knowledge and sell-out

Plan Session 04 :

Session 4 – Merchandising strategies & Omnichannel strategy

- Core merchandising principles and sales optimization
- Building a coherent trade marketing action plan through different channels
- Group work: finalization of group project

Plan Session 05 :

Session 5 – Final oral group assessment

- Group presentation of a trade marketing strategy
- Justification of promotions, merchandising, and POS choices

