



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Sales and Trade Marketing

2021-2-F7701M098

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#### Learning objectives

The course aims to study sales and trade marketing strategies in the light of globalization, liberalization and market digitization.

#### Contents

Approaches and methods of management of distribution channels and management of relations with commercial intermediaries will be discussed.

#### Detailed program

- Trade marketing environment: macro-environment, buyers, intermediate demand
- Multimedia distribution relationships: evolution of distribution channels, types of products, types of sectors, distribution at international stage
- Planning the right distribution channels: channel design, trade marketing, category marketing, partnerships

Measuring sales & trade performance: methods and tools

#### Prerequisites

none

### **Teaching methods**

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### **Assessment methods**

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### **Textbooks and Reading Materials**

Daniele Fornari, Trade marketing & sales management. Le nuove sfide commerciali, EGEA, 2018

### **Semester**

II semester

### **Teaching language**

Italian

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