UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Sales and Trade Marketing

2122-2-F7701M098

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

Measurig sales & trade performance: methods and tools

Prerequisites

none

Teaching methods

Frontal lessons and case studies presented by entrepreneurs/operators. In case of restrictions due to COVID emergency also in the second semester, lessons will be held remotely asynchronously with synchronous videoconferencing events.

Assessment methods

Written exam (structured questions) + optional oral. In case of restrictions due to COVID-19 emergency also in the second semester, the final evaluation will be done with a written examination (using Respondus software) composed by 3 open questions

Textbooks and Reading Materials

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

Semester

II semester

Teaching language

Italian