



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Sales and Trade Marketing

2223-2-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**

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

## **Sustainable Development Goals**

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