UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Sales and Trade Marketing

2526-2-F7701M133

Learning objectives

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

Knowledge and understanding
Students will acquire a solid understanding of sales and trade marketing strategies, with particular attention to the effects of globalization, liberalization and digitalization of markets. They will delve into the most relevant theoretical concepts and practices for managing distribution channels, interacting with commercial intermediaries, and how to adapt to contemporary challenges in the global market.
Applying knowledge and understanding
Students will be able to apply the theories and strategies learned in the course to develop sales and trade marketing plans in globalized and digitalized contexts.
Making judgments
Students will be able to critically analyze and evaluate the dynamics of global and digital markets, identifying best practices and opportunities in the context of sales and trade marketing strategies. They will be able to make autonomous decisions related to the management of distribution channels and the relationship with intermediaries, justifying their choices on the basis of an accurate analysis of the circumstances and market data.
Communication skills
Students will develop the ability to communicate sales and trade marketing strategies clearly and convincingly, both in written and oral form.
Learning skills
Students will be able to independently learn the latest trends and practices in the field of sales and trade marketing strategies, staying up to date on developments related to globalization, digitalization of markets and the dynamics of distribution channels.

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.

Assessment methods

Written exam (#3 structured questions) + optional oral.

Textbooks and Reading Materials

Fornari, D., Iuffmann Ghezzi, A. (2023). "Retailing & Trade Marketing. Le sfide commerciali nell'epoca della complessità", EGEA

Semester

II semester

Teaching language

Italian

Sustainable Development Goals