# Trade Marketing and Service Management

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The aim of the course is to analyse the key topics concerning the evolution of relational dynamics between production and consumption, resulting from the increasing spread of market servitisation. Specifically, the course will focus on the critical issues inherent in the relationship between the production and distribution spheres, in order to achieve a more effective management of value transfer processes in the more downstream phases of the value chain, through Trade Marketing and Category Management approaches and tools. The interpretation that will be provided is referable to the understanding of value co-creation processes, generated by the interaction between the different stakeholders: producers, retailers and final consumers.

At the end of the course, students will be capable of:

1. Analysing and managing the issues related to relational dynamics between industry and distribution;
2. Retracing the fundamental phases, both strategic and operational, of the Trade Marketing process;
3. Understanding the specific characteristics of service management;
4. Defining such specific characteristics in the retail sector in order to understand how Trade Marketing decisions may be interpreted effectively and efficiently;
5. To this purpose, understanding the crucial role played by client expectations and perceptions and by the management of the “customer relationship” in the context of retail services;
6. Managing customer experience and customer journey in the service and retail areas, especially to support in-store activation choices;
7. Understanding the opportunities and challenges linked to innovation in the services and retail spheres;
8. Adopting a Category Management perspective aimed at defining the categories’ boundaries, the roles that different categories may play, correlated strategies and ensuing tactical actions;
9. Rethinking distribution processes via an omnichannel approach.

***COURSE CONTENT***

– The transformation of industry-distribution relationships: from conflict to partnership;

– Trade Marketing in response to new supply chain dynamics;

– Dynamics of the evolution of the distribution system and of innovation in the retail sector;

– Characteristics and special features of service management differences and commonalities between industry and retail;

– From the consumer to the shopper: the evolution towards Shopper Marketing;

– Customer experience in the retail sector in an omnichannel environment and its determinants;

– The levers of the retail mix;

– The development of Trade Marketing: planning process and operational levers;

– Assortment management: analysis and implications for decision making

– Category Management: process nature and development;

– Store management and merchandising: layout policies and retail outlet design;

– In-store activation;

– Pricing and promotional policies;

– Negotiating relationships within the channel: the role of sales management.

***READING LIST***

D. Fornari (2018), *Trade marketing & sales management*, EGEA, Milan.

The text will be supplemented by articles and papers that, together with slides, will be uploaded during the course on the Blackboard platform and will constitute supplementary material to be studied for the exam.

The exam without project work includes the study of the complete above-mentioned texts and supplementary material.

The exam with project work includes selected Chapters of the text and of the supplementary material that will be specified during lectures.

***TEACHING METHOD***

The course will consist in frontal lectures, business case analyses, simulations and presentations by sector professionals. The lectures will be integrated by business cases and project work to be carried out in groups. The details of such assignments will be provided partly at the beginning of lectures and partly upon the assignment of specific tasks.

***ASSESSMENT METHOD AND CRITERIA***

The exam may be taken in two alternative ways:

* Exam without project work: the exam will consist in a written test including 6 questions, specific and/or open, on any of the topics covered in the reference text and in all the supplementary material displayed on Blackboard. The test may be taken on the scheduled dates of the exam sessions.
* Exam with project work: the exam will consist in carrying out group work that will be assigned during the course (50% of the final mark) and in a written test including 3 questions, specific and/or open, on selected topics covered in the text, in the supplementary material and during lessons (50% of the final mark). During lectures, there will be mid-term assessments on project work. Hence, students are advised to choose this type of exam only if they regularly attend lessons. For the same reason, the written test must be taken on the planned dates of the winter session, so as to maximise the learning synergies between lectures, project work and the assessment of acquired competences.

Both types of exams will enable to verify the knowledge and competences acquired by students on the subject of trade marketing and retail marketing dynamics, as well as on the related operational tools. The assessment criteria used in the different tests will take into account students’ knowledge of covered topics and their ability to apply such knowledge through exemplifications and practical applications.

Students will not take any mid-term exams or supplementary oral tests. The lecturers may decide to award a pass with distinction.

***NOTES AND PREREQUISITES***

In order to attend the course, students are expected to have passed the Marketing exam or exams with similar content included in their Undergraduate Degree programme or Graduate degree programme curriculum.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board.