# Trade Marketing Policies and Sales Channels

## Prof. Daniele Fornari

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

The course aims to deepen awareness of impact which developments and discontinuities in consumer behavior and sales channels tend to have on marketing processes and on company commercial policies. In general the aim is to analyze the evolution of trading relationships between manufacturers and retailers within the marketing channel evaluating the effect this evolution is having on negotiation practices between product brands/store brands and on “power” relationships between manufacturers and retailers. Besides, the course aims to supply students with methodologies and analysis tools to project and implement product/customer/channel marketing and sales plans, focusing on new paradigms and new criteria of spreading marketing investments among Consumer and Trade marketing activities. Within the course attention will be focused on new development trends of sales channels and on the growing role of stores as communication media able to strongly influence, more than in the past, competitive positioning of manufacturer brands.

***LEARNING OUTCOMES***

* To evaluate new commercial challenges and new marketing paradigms faced by companies.
* To understand development processes of sales channels and store formats.
* To analyze competitive positioning of brands in different sales channels.
* To project Consumer and Trade marketing plans.
* To measure negotiation “power” within supplier relations.
* To deepen awareness of negotiation behaviour between manufacturers and retailers.
* To identify conditions of efficacy of marketing policies.
* To analyze organizational dimensions of sales policies.

***COURSE CONTENT***

Within the course the following themes will be developed in depth:

* Environmental, economic and commercial changing situation and its impact on marketing paradigms.
* Evolution and development prospects of sales channels.
* New equilibrium among brand and store loyalty.
* Situations of conflict and partnership among firms within the marketing channel.
* Organizational configuration of marketing and sales departments.
* Dilemma between Consumer / Trade marketing investments.
* The role of the store as a form of “media”.
* Push and pull marketing policies.
* Competitive positioning of brands within stores.
* Product/customer/channel marketing plans.
* Configuration of negotiation practices between manufacturer and retailers.
* Sell-in and sell-out policies.
* Trading levers in the supply relationships.
* Merchandising and shopper marketing levers.
* Promotional plans and co-marketing policies.

Within the course specific company case histories will be studied in depth and managerial lectures will be organized in order to verify the connection between theoretical models and management practice.

***READING LIST***

D. Fornari, Trade Marketing, Egea, Milano, soon available

For attending students the reading list will change during the lessons

For non attending students the chapters to study will be communicated after the book publication

***TEACHING METHOD***

Traditional lectures will be integrated both with workshops and with company testimonials. Attending students will have the chance to participate in a specific research project based on team work. The aim of the project is to develop problem solving and team-work skills.

***ASSESSMENT METHOD AND CRITERIA***

The final exam is written both for attending and non-attending students, even if it is differentiated in contents. The differentiation of the exam programme between attending and non-attending students is due to the fact that attending lectures will give to the students the possibility to deepen the topics of the course with up-to-date analysis, business games, managerial evidence and marketing case histories. For *attending students* the written exam is based on 3 different questions regarding lectures contents, business games, managerial evidence and a selection of chapters chosen from the book indicated in the bibliography. These chapters will be communicated by the lecturer directly to the class at the beginning of the course. The final written exam will take 45 minutes at a whole. In particular students will have 15 minutes to answer each question. Questions will be open and based on own elaboration skills in order to evaluate students’ learning capability of theoretical contents. The final score will be graduated within a 0-30 scale and each question will count 10 points. For *non-attending students* the final written exam is based on 3 different questions regarding exclusively the chapters of the book indicated in the bibliography. The exam will take 45 minutes at a whole; students will have 15 minutes to answer each question. The final score will be graduated within a 0-30 scale and each question will count 10 points.

***NOTES AND PREREQUISITES***

Students are expected to have a basic knowledge of marketing.

***OFFICE HOURS FOR STUDENTS***

Updated timetables on office hours are permanently available on the professor’s personal page at <http://docenti.unicatt.it/>.

Students’ may meet the course professor in his office at the Economia & Low Faculty