

# Syllabus

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- **Course:** Trademarketing
  - **Credits:** 6 ECTS
  - **Program:** Marketing and e-communication
  - **Module:** Core Education
  - **Subject:** Marketing and sales
  - **Code:** 802273
  - **Abbreviation:** MA04
  - **Subject coordinator:** Paulo Sartorato
  - **Academic Year:** 2023-2024
  - **Session:** October
  - **Semester:** First (fourth course, fall semester)
  - **Campus:** Barcelona
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## 01 Faculty

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### 01.1 Subject coordinator

**Paulo Sartorato**

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## 02 Presentation

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### 02.1 Description

Trade marketing is an area of marketing necessary for the implementation of assortment strategies, positioning, exposure and distribution of products in sales channels. It is an essential tool within the commercial strategy of large mass consumption companies. Studies reveal approximately 70% of purchase decisions are made at the point of sale, therefore manufacturing companies require effective and impactful trade strategies with which to win the consumer's purchase decision.

The trade marketing department designs the commercial strategy at the point of sale, becoming a bridge that integrates and communicates the brand strategy and the commercial strategy of the accounts or clients.

For this reason, being a good trade marketing manager implies understanding the psychology of the consumer, the type of clients who buy the different channels and points of sale, being a key person for large multinational mass consumption companies.

### 02.2 Relevant professional applications

For a degree in Marketing it is supplementary to know this area and develop the necessary skills to be able to compete in the mass market.

## 03 Competencies

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### 03.1 Course Competencies

#### Specific Competencies

CEMAR01 – Know the concepts and basic elements related to business management and marketing.

CEMAR02 – Learn to compile, evaluate and analyze existing data on the environment, the market, the consumer and the competition and write status reports on each of them.

CEMAR03 – Know how to find and analyze relevant information, and be able to extract arguments for decision making.

CEMAR04 – Introduce creative thinking into predictive functions.

CEMAR05 – Be able to forecast demand.

CEMAR06 – Know how to synthesize and present in a structured way the conclusions of the analysis work.

CEMAR07 – Be able to formulate and develop an action plan based on the conclusions of analysis work.

CEMAR08 – Detect business opportunities.

CEMAR09 – Being able to work as a member of a team in order to contribute to develop projects with pragmatism and a sense of responsibility, assuming commitments taking into account the available resources.

#### General Competencies

CG02 – Communicate in an oral and written way with other people about the results of learning, thinking and decision making; participate in debates on subjects of the own specialty.

CG03 – To be able to work as a member of an interdisciplinary team, either as a member, or performing leadership and development tasks for the purpose of contributing to the development of projects with pragmatism and a sense of responsibility, assuming commitments taking into account available resources.

CG04 – To manage the acquisition, structuring, analysis and visualization of data and information in the field of the specialty and to critically evaluate the results of this management.

CG09 – Know and understand the organization of a company and the sciences that define its activity; ability to understand labor standards and the relationships between planning, industrial and commercial strategies, quality and profit.

## Transversal Competences

CT02 – Undertake and lead business and business initiatives.

CT04 – Integrate in any functional area of the company and / or organization and perform with professionalism any assigned management work.

CT06 – Prepare advisory reports on specific situations of companies and markets.

CT07 – Design and lead projects of global management or functional areas of the company.

CT08 – Identify, analyze and manage the sources of information relevant to the company and its contents.

CT11 – Apply to the analysis of problems, professional criteria based on the application of advanced techniques and tools.

## 04 Program

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### **The commercial distribution system**

- Concepts and dimensions
- Relationship between manufacturers and distributors

### **Introduction to Trade Marketing.**

- Evolution of the concept
- The role of Trade Marketing in the company's strategy
- The importance of the point of sale

### **The Trade Marketing department**

- Functions and responsibilities
- Structure
- Goals

**The concept of Shopper vs consumer**

- Fundamentals of shopper marketing
- Consumer & Shopper journey

**Shopper centric category management**

- Introduction to Category management
- Category Definition & segmentation
- Category assessment & strategies
- Category tactics
- Assortment
- Space (Plannogramming)
- Pricing
- Promotions
- Implementation Plan
- Category evaluation

**Promotional management**

- What is a promotion?
- The promotional plan
- Promotional efficiency

**The trade marketing plan**

- Relevant information
- Analysis, planning and implementation

**Application of Corporate Social Responsibility** in Trade marketing to ensure a better sustainable and ethical community and continuity in raising awareness of its importance.

## 05 Teaching Methodology

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Considering the student's profile, the teaching model is articulated around three types of methodologies from EAE's Life-ED Methodology:

**ME1.** Participatory Exhibition Class

**ME3.** Autonomous work

**ME4.** Problem-based learning

## 06 Educational Activities

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Considering the competencies of the subject and based on the proposed teaching methodologies, the following training activities are scheduled:

Evaluation Activities	Hours	Presencialidad
<b>AF1.</b> Contents presentation with student participation	24	100%
<b>AF2.</b> Problem solving, exercises and case studies with student participation.	24	100%
<b>AF4.</b> Study and preparation of teaching units	46	0%
<b>AF5.</b> Performance of exercises and case studies	25	0%
<b>AF6.</b> Problem solving	25	0%
<b>AF13.</b> Written / oral evaluations	6	100%

## 07 Assessment

Evaluation Items $0.4 \cdot EV1 + 0.2 \cdot EV2 + 0.4 \cdot EV3$	Specific assessed competencies	Weight
EV1. Final written exam of all subject matter	CEMAR01, CEMAR05, CEMAR06	40%
EV2. Control of midterm written test	CEMAR01, CEMAR05, CEMAR06	20%
EV3. Exercises, problems, reports development, assignments - Exercises and problems	CEMAR02, CEMAR03, CEMAR04, CEMAR05, CEMAR06, CEMAR07, CEMAR08, CEMAR09	40%

"The maximum grade that students will be able to obtain in the revaluation tests [...] shall be 5,0. In addition, "the grade of the revaluation tests shall in any case constitute the final grade of the subject". **Thus, only students who, having completed the midterm exam, the final exam and having carried out 100% of the continuous evaluation activities of the subject,** and have suspended (final grade of the subject below 5) will be entitled to the revaluation examination. "

**One time assessment:** The one time assessment consists of an exam that is equivalent to 100% of the grade of the subject. The exam, and therefore the course, is passed with a grade of 5 out of 10 in this final exam. In order to take one time assessment it is necessary to send a written request to the professor during the first 15 working days of the course.

## 08 Learning Resources

Topics	Resources	Type
Topic	Transparencies, notes and exercises	Class and Blackboard



## 09 Code of Academic Conduct

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The section 27.2 of the Universal Declaration of Human Rights stipulates that everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.

Thus, the moral and patrimonial rights of the authors of literary, musical, artistic, scientific and academic creations, whether they have been published or not, are protected by means of different national and international regulations. In the case of Spain, the Legislative Royal Decree 1/1996, of April the 12th, approved the consolidated version of the Law of Intellectual Property, regularizing, clarifying and harmonizing the legal provisions for the time being in force on this matter.

In this respect, special attention must be given to previously obtaining the corresponding authorization from the owner of the copyrights of any material, particularly before its distribution to the students and by means of the virtual campus. EAE Barcelona takes no responsibility for the non-compliance with this rule on the part of the users, either members of the teaching community or students.

The following materials that can be duplicated without the requirement of previous authorization:

- Laws and regulations.
- Court decisions.
- Acts, agreements, deliberations and decisions from public bodies.
- Any material distributed under the Creative Commons license, whenever its author and credits are mentioned.
- Any material published under the ISBN of EAE Barcelona or EAE Madrid.
- Any material, whose rights belong to EAE Barcelona or EAE Madrid.
- Any work that is in the public domain.

Furthermore, the quotation right is the inclusion of extracts from protected documents or materials, in this particular case, elaborated by the members of the teaching community- with the exception of textbooks and university handbooks- when such extracts are used to accompany educational activities.

The excerpts that can be used on the basis of the quotation right must fulfil the following requirements

- They must be previously published works.
- The source and author must be mentioned, whenever it is possible.
- They must deal exclusively with the teaching field.
- The inclusion of the excerpt must necessarily come with an analysis or explanation of it.

Concerning the material elaborated by the professors, in case it has been published previously, the agreements with the magazine or publication where it appeared must be taken into account.

As is apparent from the preceding paragraphs, plagiarism is a fraudulent activity that may result in serious sanctions, both of academic and legal nature. Academic honesty is one of the pillars on which the School's commitment to education is based, and the members of its teaching community are particularly conscious and prepared to perceive this kind of actions. Keeping in mind the difficulty that arises when trying to conceptualize plagiarism, it has been considered appropriate to delimitate clearly its contents and significance in these regulations and policies.

Plagiarism is understood as the appropriation of someone else's works, pretending that they are one's own; that is to say, without explicitly confirming its source. Plagiarism can consist on the complete or partial unauthorized copy of someone else's work, or the presentation of a copy as an original own work, impersonating the true author. Some examples of plagiarism are:

- Presenting someone else's work as one's own, regardless of whether the copy is complete or partial.
- Paraphrasing a text using different words, with small changes in the language, without quoting the source in order to feign.
- Purchasing or obtaining a work and presenting it as one's own.
- Using someone else's ideas or sentences as the basis to write a work without quoting its author.

In line with the section 10 of the Academic Code of Conduct of Students of EAE Barcelona, without prejudice to the academic sanctions resulting from its application, the Academic Commission will promote the pertinent legal actions if the plagiarism violates the applicable regulation in matters of intellectual property.

## 10 Bibliography

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### 10.1 Basic Bibliography

- Kogan Page, Digital Marketing Strategy (An integrated Approach to Trade Marketing), Simon Kingsnorth, Kogan Page, 3<sup>rd</sup> Edition 2021, ISBN-10 : 0749484225

### 10.2 Complementary Bibliography

- Jaramillo Montaña, A., & Ramos Giraldo, N. (2021). La importancia del trade marketing para las ventas y crecimiento de un producto.