


Workshop on

Trade Marketing Excellence

*Develop your understanding of category & channels management
Delve into the basics of shopper marketing*

DATE, TIME & VENUE

 August 23 to 24, 2022

 9:00 a.m. to 6:30 p.m.

 City Campus, IBA Karachi

PROGRAM FEE

PKR 50,000 + 5% SST

*Inclusive of course material, IBA certificate,
lunch, refreshments & business networking*

WHO SHOULD ATTEND?

- Professionals currently engaged in or aspiring to build careers in Trade Marketing.
- Sales and marketing professionals with an interest to optimize their trade execution.

PROGRAM OVERVIEW

Trade Marketing, an integral leg of Marketing, aims to improve the consumer demand for brands by deploying strategic tools and techniques to drive optimum performance and engagement from distributors, retailers and shoppers. The field has greatly evolved over time, both at the global and the local context. This course will shed light on the inception, evolution and the current status of trade marketing as a specialized function. In addition to focusing on the fundamentals of trade marketing, the course will include insights about the critical challenges of contemporary times. Specifically, this course is designed to develop and enhance understanding of category and channels management as well as delve into the basics of shopper marketing. In order to make learning active, experiential activities such as case studies and role plays will be a fundamental part of the course.

TOPICS COVERED

Trade Marketing and its importance in the current era

Category Management:

- Identification of the Category Drivers
- Similar and Competitive Products in the Category
- Forecasting/Seasonality/Data Driven Actions

Channel Management:

- Identifying the Route to Market Strategies
- Channel Stewardship
- Channel Design and Channel Management Decisions

Shopper Marketing:

- Creating Engagement at POS
- Designing POSM Relevant to the Shopper Needs
- Shopper Profiling
- Shopper Behavioral Studies

LEARNING OUTCOMES

At the end of the course, participants will be able to:

- Understand the core concepts of trade marketing.
- Understand category dynamics and deploy the right tools for optimization of their brands at the point of sale.
- Understand the character of different channels and design their own channel strategy.
- Understand the shopping process and design strategies to influence shoppers at the point of sale.

TAKE THE NEXT STEP

For more information or to apply to this program, visit our website:

cee.iba.edu.pk



“Everything about their workshop was near to perfection, faculty was well prepared and addressed our queries up to our satisfaction, material shared was very helpful. My expectations were definitely met.”

Arsalan Malik
Assistant Manager, KE (K-Electric)



TRAINERS

Saima Husain



Faculty, School of Business Studies, IBA Karachi

Saima has been associated with IBA Karachi for the past 16 years. She holds a PhD in Marketing from the University of Southampton, UK.

Saima is an active researcher and a part of the full time Marketing faculty. As part of local and international research teams, she is working on several projects on consumption behaviour, branding and artificial intelligence.

Her teaching pedagogy is guided by latest global research as well as participant-centered learning. Saima believes in active learning and therefore uses experiential learning techniques in her classrooms and workshops. Being a part of the IBA's Center for Executive Education for over three years, she has successfully led corporate trainings and continues to teach in the Diploma in Strategic Marketing program.

Atif Murtaza



Faculty, School of Business Studies, IBA Karachi

Atif is a seasoned professional with over 15 Years of Experience in Sales, Marketing, Coaching and Capability Development. He Holds an MBA from IBA and is an Engineer from NED UET. He has worked with Different Organizations in variety of Roles. His Employers include fortune 500 companies where he has proved his mettle throughout the years. Atif has worked for The Nielsen Company, TRG, Nestle Pakistan and Afghanistan, Reckitt Benckiser, Shan Foods , Novo Nordisk and IBA. Atif brings high engagement and energy into his session coupled with Functional Knowledge and Activity Based Learning. Atif has trained more than 4,000+ Individuals on Functional and Leadership Skills. He believes in adding Value in terms of Commercial benefits to his clients.

APPLY HERE

<https://cee.iba.edu.pk/registration.php>

DISCOUNTS

15% Discount for 5 or more than 5 participants from the same organization

10% Discount for 2 or more than 2 participants from the same organization

For discount details & sponsorships, please contact CEE Open Enrollment Program Office.

CONTACT US



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PROGRAM POLICIES & PAYMENTS

Registrations are only confirmed when full payment has been received from a participant. For a detailed cancellation policy, please visit: <https://cee.iba.edu.pk/cancellation-policy.php>

The Institute may cancel or postpone a program due to insufficient enrolment or unforeseen circumstances. In this case, the institute will refund registration fee, but will not be responsible for any other related expenses including cancellation/change charges by airline and travel agencies. The Institute reserves the right to make changes in its program dates, faculty, policies, and fees at any time.

Payment can be made via cheque / bank draft payable to the "Institute of Business Administration, Karachi" at the following address:

Center for Executive Education (CEE), IBA, City Campus, Garden/Kayani Shaheed Road, Karachi. For online payments via credit cards: <https://onlinepayment.iba.edu.pk/> (from payment type, please select CEE)