



Trade Marketing Excellence



January 14 - 15, 2025



IBA City Campus, Karachi

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.

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.



The **goal** of a **successful trader** is to make the best trades. **Money** is **secondary**. ————— Alexander Elder

think
out of the
box

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



30,000+
Participants Trained



16,00+
Training since 2009



225+
Companies



80+
Trainers

Investment

PKR 75,000 + 5% SST

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.



Trainers:



Syed Atif Murtaza

Lecturer and Head of Career Development
Centre (CDC), IBA Karachi



Dr. Saima Husain

Assistant Professor, IBA Karachi

For detailed trainer profile please visit website cee.iba.edu.pk/faculty

Our on-demand courses at a glance



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TRAINING



EXPERIENTIAL
TRAINING



8- 10 HOUR TIME
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021-38104701, Ext: 1809, 1812

ceeinfo@iba.edu.pk

Center for Executive Education, IBA Karachi
Mailing Address: City Campus, IBA Karachi, Plot # 68 & 88
Garden / Kayani Shaheed Road, Karachi - 74400

