



# Trade Marketing Excellence



July 21 - 22, 2025



City Campus, IBA Karachi



## **Program Overview**

Trade Marketing, an integral part of Marketing, aims to improve 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 in the global and local contexts. This course will shed light on the inception, evolution, and the current state of trade marketing as a specialized function. In addition to focusing on the fundamentals of trade marketing, the course will include insights into the critical challenges of contemporary times. Specifically, this course is designed to develop and enhance understanding of category and channel management, as well as delve into the basics of shopper marketing. To make learning active, experiential activities such as case studies and role plays will be a fundamental part of the course.



### Trade Marketing and its importance in the current era

#### **Category Management:**

- · Identification of category drivers
- Similar and competitive products in the category
- Forecasting, seasonality, and data-driven actions

#### **Channel Management:**

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

#### **Shopper Marketing**

- · Creating Engagement at the point of sale
- Designing POSM relevant to shopper needs
- Shopper Profiling
- Shopper Behavioral Studies

## **Trainers Profile**



## **Atif Murtaza**

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



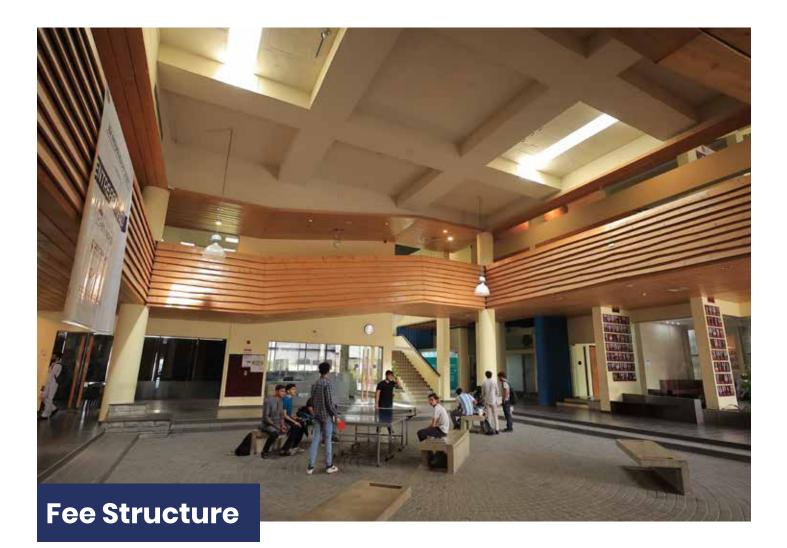
## **PROGRAM LEARNING OUTCOMES**

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 to optimize their brands at the point of sale.
- Understand the characteristics of different channels and design their own channel strategy.
- Understand the shopping process and design strategies to influence shoppers at the moment of purchase.

## Who Should Attend?

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



PKR 90,000/- (plus 5% Tax)





# **Contact Us**

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