

Trade Marketing Excellence



August 21-22, 2026



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.



Course Outline

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

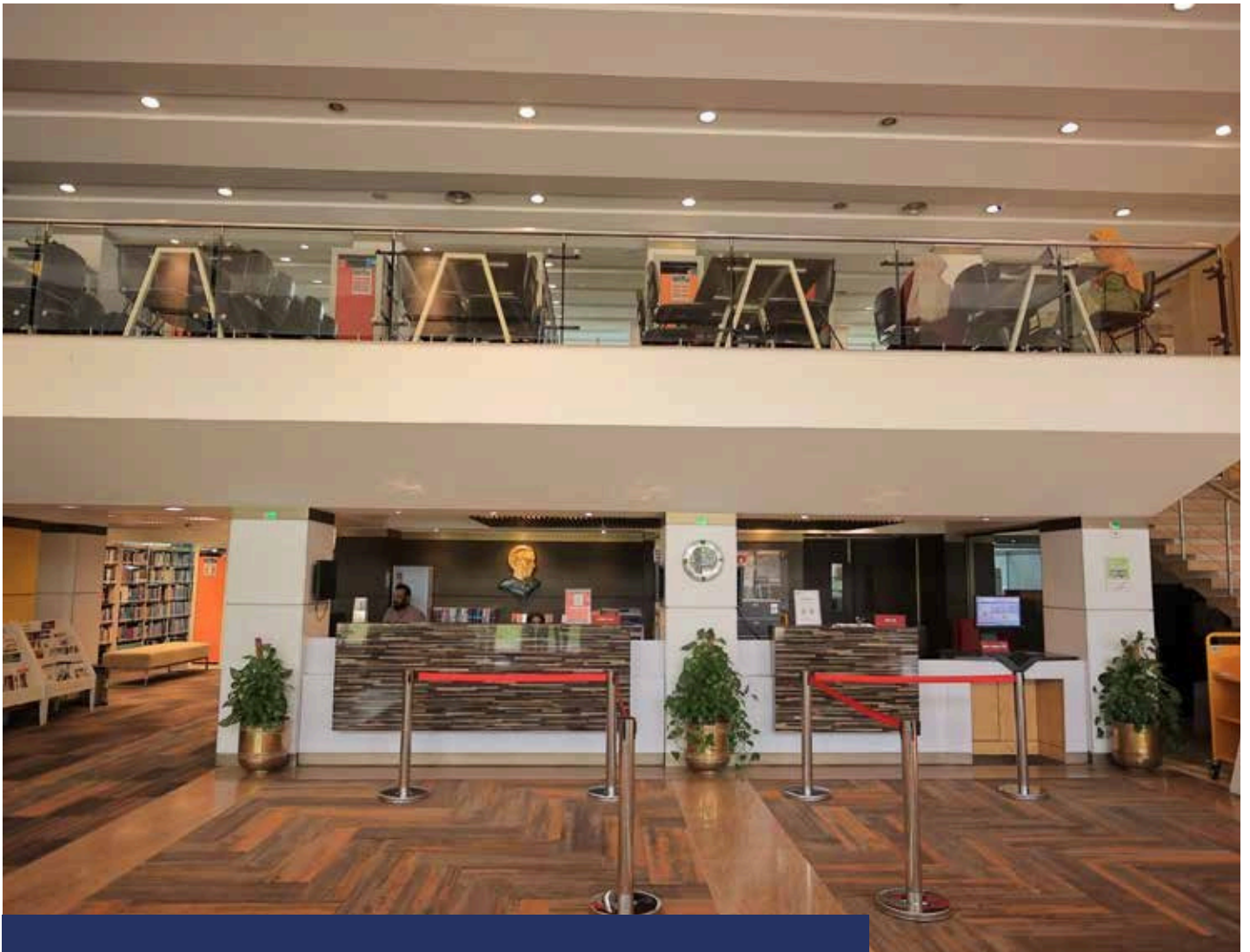
- Creating Engagement at the point of sale
- Designing POSM relevant to shopper needs
- Shopper Profiling
- Shopper Behavioral Studies

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.



Fee Structure

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



For Registration

**SCAN
HERE**

Contact Us



cee.iba.edu.pk



ceeinfo@iba.edu.pk



021-38104701 | 1809, 1812



Plot # 68 & 88 Garden Kiyani Shaheed Road,
Karachi, Sindh, Pakistan



@ceeatiba