

Trade Marketing Excellence



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

TRAINER'S PROFILE



ATIF MURTAZA

Lecturer, IBA Karachi

Syed Atif Murtaza Qaiser is a Lecturer at IBA Karachi, holding an MBA from IBA and a BE in Electronics from NED University, along with executive certifications from Stanford, Harvard, and NUS Singapore. With 15+ years of experience in Sales, Marketing, and Capability Building at Nestlé, Reckitt, Shan Foods, and Novo Nordisk, he has trained 4,000+ professionals. He specializes in experiential learning, leadership development, and mentoring through initiatives such as the MAVERICK and Parvaaz 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 3% SST)



ceeinfo@iba.edu.pk



Ext: 1809, 1812



cee.iba.edu.pk

Main Campus

University Enclave, University Road,
Karachi - 75270 Pakistan
Phone : +92-(21) 3810-4700

City Campus

Plot # 68 & 88 Garden / Kiyani
Shaheed Road, Karachi - 74400 Pakistan
Phone : +92-(21) 3810-4701



+92 21 111 422 422



www.iba.edu.pk



ibakhiofficial