

Module: Sales & Trade Marketing

▶ Department: Marketing	run by ESCOEX International Business School,
▶ Status: Common	Business & Finance, Business & Marketing
▶ Credits: 20	
▶ Level 4 – Year 2	
▶ Pre-Requisites: Marketing Essentials	Organisers: Jorge Rodriguez y Félix Pérez

Overall Aims and Purpose

Sales: The aim of the subject is to deepen knowledge of sales by giving students a real idea of the importance of sales in the marketing department. They will be understand sales management from a general business point of view, understanding the implication of comercial margins with respect to the most important entries on the company financial statements as well as how to apply sales prices/discounts based on the purchasing costs of the products, fixed costs,, variable costs, Price elasticity and variations in demand...

Trade Marketing: the student will be able to relate to the channel of distribution as a partner and therefore an important part of any decision. They will be able to strategically handle the channels within the organisation as well as planning, executing and measuring plans for the different channels.

Learning Outcomes

1. The Student is able to show the correct handling of Marketing tools in any situations related to the sale of a product or service.
2. Analyse and understand the aspects related to Trade Marketing.
3. Recognise and use on a basic level, the different methods available to carry out market research.
4. Know how to read and interpret the different styles of negotiation which exist with distribution channels.

Indicative Content

1) Introduction to sales	MODULE I
2) Sales process.	MODULE I
3) Sales phases.	MODULE I
4) Sales profiles.	MODULE II
5) Sales force.	MODULE II
6) Size of network .	MODULE II
7) Sales Forecast	MODULE III
8) Sales Plan	MODULE III
9) Trade: Intro. Trade	MODULE I
10) Consumer Behaviour	MODULE II
11) Organisation of structure of Marketing	MODULE III
12) Trade Marketing Operative	MODULE IV
13) Shopper Marketing	MODULE V

Assessment Methods

1 exam worth 60%.

1 individual written assignment with two parts worth 40%. Minimum 2500 words

Teaching and Learning Strategy

A combination of theoretical and practical lectures will be used to teach the subject. The classes will be divided into modules and teachers with most time being allocated to module III (10 credits). The rest of the of the modules will be delivered in seminars based on their respective syllabus. (10 credits divided

among modules 1, 2 and 4).

Throughout the year students will carry out exercises and case studies as well as analysing articles from the current press to stimulate class debates and pupil participation. Participation and continuous debate is to be encouraged. A visit to a local company has been scheduled.

Finally, the ESCOEX Marketing department proposes the involvement of all teachers in the subject. Therefore, occasional visits from teachers of other levels will be included to begin or refresh the students' knowledge (in short sessions) in their field.

200 notional learning hours comprising 112 hours classroom-based and 88 hours tutor-directed student learning.

Key Skills Taught

D1: Communication and presentation skills including audio, oral and written, using a range of methods

D2: Numeracy, computing & information technology skills; this requires familiarity with a range of business data, research sources and appropriate methodologies

D3: Interactive and group skills including team projects and presentations; leadership, team building, influencing and project management skills together with skills of effective listening, negotiating, persuasion and presentation

D4: Problem solving skills including identifying, formulating and solving business problems; the ability to create, evaluate and assess a range of options, together with the capacity to apply ideas and knowledge to a range of situations

D5: The ability to self-appraise and reflect on practice including the development of skills associated with critical reflection

D6: The ability to plan and manage learning in terms of time, behaviour, motivation, self-starting, individual initiative and enterprise

Indicative Reading

Essential Reading:

- Labajo González, V. (2011). *Trade marketing: La gestión eficiente de las relaciones entre fabricante y distribuidor*. Madrid: Pirámide.
- Domenech Castillo J. (2000). *Trade marketing*. ESIC Editorial
- "Fidelizando por fidelizar", Cosimo Chiesa, 2007, 3ª Ed. EUNSA(EDICIONES UNIVERSIDAD DE NAVARRA, S.A.)

Recommended Reading:

- Promoción de ventas o el nuevo poder, Henryk Salem, 2000
- Fundamentos de MK y Publicidad, C vega y O. Bocigas, 2001
- Administración de Ventas. Principios y problemas, B.R.Canfield
- Manual del Director de Ventas, John Strafford, 2002
- Del Castillo Puente, A.M. (2004) *Gestión por categorías: una integración eficiente entre fabricantes y distribuidores*. Netbiblo,
- Rico, Rubén Roberto,Doria, Evaristo. (2003). *Retail marketing: El nuevo marketing para el negocio minorista*. Buenos Aires: Pearson Education.

Journals: Expansión, Cinco Días, Emprendedores, Revista MK y Ventas (Harvard Deusto), Distribución Actualidad

Websites: www.alimarket.es, <http://www.distribucionactualidad.com/>, www.elpublicista.com, www.escoex-publicidad.blogspot.com, www.anuncios.com, www.etc.territoriocreativo.es, www.marketingnews.com, www.marketingdirecto.com;