

Course title	Trade Marketing and Service
Component code	03-03
Lecturer	Determined later
Lecturer's email address	
Hours	15
ECTS	5
Semester	Summer
Content	Fundamentals of Trade Marketing. Limitations of the traditional approach to consumer marketing and functional organization in the face of new realities. The trade marketing triangle. The marketing of modern retailers (supermarkets). Value creation strategy for Clients. Definition of value for the merchant. Benefits associated with products and brands. Marketing at point of sale and merchandising. Cooperative Marketing Management.
Learning outcomes	Provide an understanding of the fundamental concepts of trade marketing and service and service quality.
Selected literature	Gandolfo, G. 2004. Elements of International Economics, Springer-Verlag, Berlin. Kotler, P., & Armstrong, G. 2010. Principles of marketing. Pearson education. Kotler, P., & Keller, K. L. 2012. Marketing management: Global edition. Harlow: Pearson, 56.
Teaching tools/methods	Determined later
Form of examination	Determined later