



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Channel Management and Retailing

Win the Hearts and Minds of Your Shoppers, Offline and Online

Program Starts in July 2023



# Channel Management and Retailing

Win the Hearts and Minds of Your Shoppers, Offline and Online

## OVERVIEW

To be successful in today's highly competitive marketplace, businesses need a solid distribution strategy and appropriate channel for its products. To drive business growth, you need to develop various marketing techniques and sales strategies to reach the widest possible customer base, which can be done through excellent channel management and retailing.

The Channel Management and Retailing is a two-phase program that guides you through the various stages of channel management, retailing, and trade marketing. You will be taken through the changing landscapes of retail, customer relationship management, supply chain management, marketing planning tools, merchandising, and reallocation systems.

By joining the program, you will be enabled to design and implement a clear and focused retail strategy that serves as a source of market differentiation and competitiveness. You will learn how to develop up-to-date strategic brand guidelines for day-to-day channel and trade decision-making, as well as design distribution plans that combine the following main areas:

- Company Profile
- Portfolio Structure and Management
- Price Positioning
- Go-to-Marketing Policy
- Trade and Retail Marketing
- E-Commerce
- Shopper Marketing

You will also be exposed to several resource industry experts who can share real-life best practices in key areas of commercial operations.

## PROGRAM SCHEDULE

Live Online

July 14, 18, 21, 25, 28, 2023  
August 1, 4, 8, 11, 15, 18, 22, 25, 29, 2023  
September 1, 5, 8, 12, 2023  
5:30 PM to 9:00 PM

Face-to-Face on campus

September 15, 2023  
8:30 AM to 5:00 PM  
(GMT+08) on all dates

## PROGRAM FEE

PHP 80,990.00 or USD 1,472.00\*  
\*The prevailing exchange rate at the date of payment may apply.

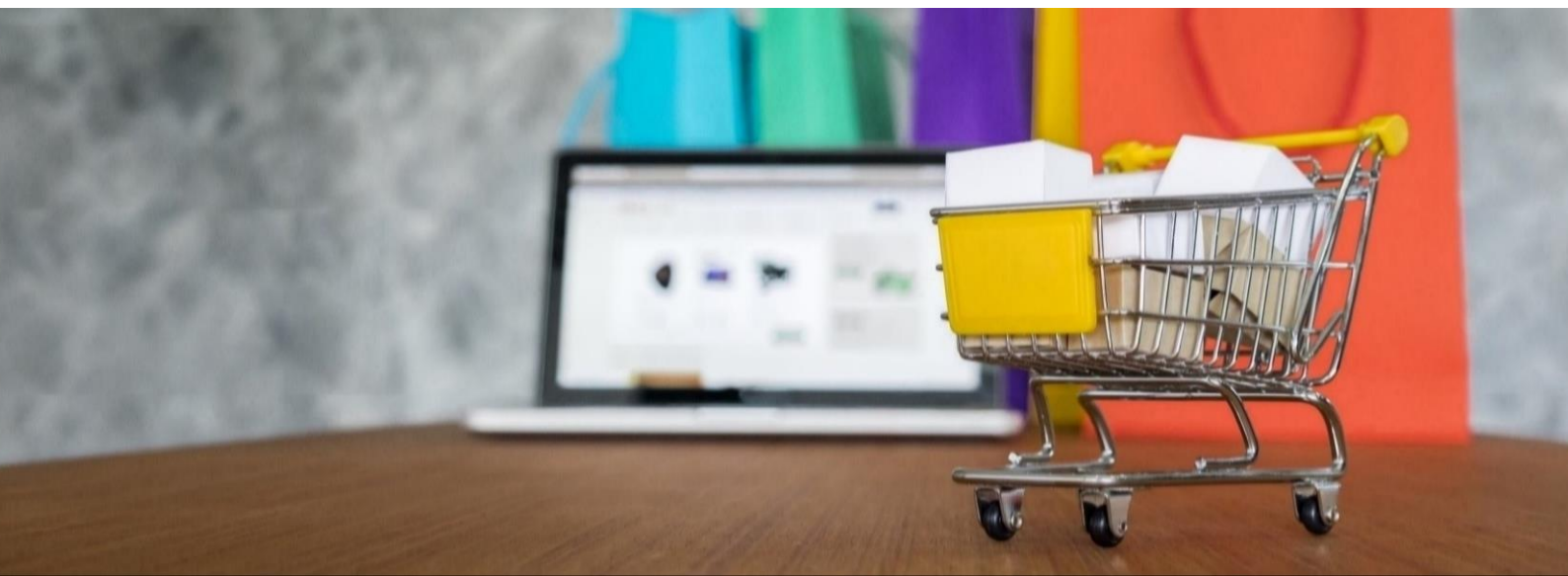
## YOUR PROGRAM FACULTY



Marju P. Gestlani  
Adjunct Faculty  
Asian Institute of Management

To find out how you can participate, contact us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>





## PROGRAM OBJECTIVES

At the end of the program, you will be able to:

- Identify the most important players in the distribution channels and their corresponding roles
- Distinguish various types of distribution channels, different conflicts that arise among them, and ways to handle these conflicts
- Understand the current environment, structure, key players, and developments in trade marketing
- Identify different types of retailers, retailing strategies for maintaining competitive trade advantages, and how the 4 Ps of marketing are linked with these retail strategies
- Identify growth opportunities for retailers and determine appropriate entry strategies for different business situations
- Understand the importance of a strategic online presence for retailers, as well as current and future trends in retailing

You will also learn the following:

- Steps in Designing and Managing a Distribution Channel, Offline and Online
- Distribution Channels and Roles
- Types of Distribution Channels
- Types of Retailers, Retailing Strategies
- Nature, Structure, Future, and Importance of Trade Marketing
- Digital Marketing
- E-Commerce: Online Presence for Retailers and Future Trends in Retailing
- Shopper Marketing

## KEY BENEFITS

### Well-Structured Program and World-Class Faculty

The online program offers a venue for high-impact learning with real-time, experiential, and interactive online sessions. Participants will learn the following from AIM's world-class faculty and its network of industry leaders and practitioners.

### Improved Business Performance Through Planning and Forecasting

The program will help you understand the concept and importance of planning your marketing, sales, and category business strategies. You will learn how to develop and create a good primary sales forecasting model, drive effective promotions and budget management processes, efficiently manage trade inventories and your SKU portfolio, and successfully execute brand activations.

### Improved Customer Loyalty and Sustainable Business Growth

You will learn how to successfully engage and retain your customers through key account customization, as well as sustain business growth by designing and implementing excellent shopper loyalty programs.

## WHO SHOULD ATTEND

New and experienced sales and marketing managers, supervisors, and specialists, such as:

- Brand Managers and Directors
- Trade Marketing Managers
- National Sales Managers
- Sales Professionals with marketing responsibilities

Business owners and professionals who need solid knowledge of the fundamentals of sales and marketing management, including:

- Startup Entrepreneurs
- Key Account Managers handling retail accounts
- Area or Regional Managers
- Merchandising Buyers / Retailer Category Buyers



## WHAT YOU WILL LEARN

Phase 1: Basic Channel Management and Retailing (10 half days; 2 units)



MODULE A: Significance of Distribution Channels

Topics: Market Trends; Role and Importance of Distribution Channel; How to Design a Distribution Channel; Key Factors in Channel Management, Role of Distribution Channels in the Value Chain

MODULE B: Distribution Channels and Their Evolving Landscapes in the Value Chain

Topics: Types of Channel Arrangements; Multi-Channel and Omni Channel (Modern Trade Retail Channel, Distributive Trade Retail Channel, E-Commerce Channel); Channel Conflict, Cooperation and Competition

MODULE C: Trade Marketing: The Growing Importance of Channels as Partners

Topics: Nature of Trade Marketing; Organization Structure; Sales Planning and Sales Forecasting – Supply and Demand Strategies; Category Trade Management – Sales and Marketing Collaboration

MODULE D: Retailers and Retail Strategies

Topics: Trends in Retailing; Types of Retailers; Understanding and Growing your Consumers; Retail Strategies; Sustainable Retail Competitive Advantages

MODULE E: Retail Marketing Mix

Topics: Right Assortment; Visible Display Strategies; Appropriate Pricing Policy; Effective Promotions Management

Phase 2: Advanced Channel Management and Retailing (10 half days; 2 units)



MODULE A: Path to Purchase and Moments of Truth

Topics: Zero Moment of Truth; First Moment of Truth; Second Moment of Truth; Ultimate Moment of Truth

MODULE B: Introduction to Shopper Marketing

Topics: Understanding the Shoppers; Driving Loyalty, Usage and Frequency; Increasing Penetration – trial and conversion; Tailor Fitted Programs

MODULE C: Special E-Commerce Section – Offline to Online

Topics: Establishing Online Presence; Assortment Strategy; Driving Growth – Trial and Penetration; Sustaining Programs



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

## Your Program Faculty



Marju P. Geslani  
Adjunct Faculty  
Asian Institute of Management

Marju P. Geslani is an experienced Sales and Marketing practitioner, entrepreneur, and educator. He earned his MBA and Undergraduate Degrees in San Beda College and completed Management Development Program at the Asian Institute of Management. Professor Geslani brings with him twenty-four years of progressive experience in the fields of Sales and Channel Management, Brand Marketing, Brand Operations, Trial Marketing, Trade Marketing, Shopper Marketing and E-commerce with Multinational FMCG and Telco companies.

He is currently the Customer Marketing Group Head of Nutri Asia, Inc. Prior to joining Nutri-Asia, he was with Procter and Gamble as Country Commercial Manager of Professional Business, and as Brand Operations Head.



FOR INQUIRIES:  
School of Executive Education and Lifelong Learning, Asian Institute of Management  
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus  
123 Paseo de Roxas, Makati City Philippines 1229  
[SEELL@aim.edu](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)



## Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

### EARNING CREDENTIALS

Successfully completing the program earns participants which can be credited to a Postgraduate Certificate in Marketing Management.

\*Postgraduate Certificates require five (5) units earned within two (2) years.

\*The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

### ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



FOR INQUIRIES:  
School of Executive Education and Lifelong Learning, Asian Institute of Management  
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus  
123 Paseo de Roxas, Makati City Philippines 1229  
[SEELL@aim.edu](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)