

SAP Trade Promotion Management COURSE CONTENT

Week-1

Introduction Web Client UI TPM

- TPM Business Environment
- SAP TPM Solution Overview
- Headquarter Planning
- Trade Funds Management
- Account and Promotion Planning
- Integrated Marketing Calendar
- Trade Promotion Optimization
- Account Sell In and Trade Promotion Execution
- Trade Claims Management
- Demand Planning
- Trade promotion Effectiveness
- Conclusion

Week-2

TPM Relevant Master Data

- CONFIGURATION FOR SAP TPM
- Configuration of Integrated TPM Scenario – Trade Funds Management Configuration
- Configuration of Integrated TPM Scenario – Trade Promotion Management Configuration
- Configuration of Integrated TPM Scenario – Trade Claims Management Configuration
- Planning Integration and Configuration
- External Data Integration