



SAP-(TPM) Trade Promotion Management Course Content

<p>Introduction to</p> <p>SAP TRADE PROMOTION MANAGEMENT (TPM) Concepts:</p> <p>SAP TPM (TRADE PROMOTION MANAGEMENT) COURSE CONTENT</p> <ul style="list-style-type: none">❖ 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	<p>CONFIGURATION FOR SAP TPM</p> <ul style="list-style-type: none">❖ TPM Relevant Master Data❖ 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
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