

GNAM Week Programme Outline: October 17-21, 2016

Selling Strategies for Consumer Markets: Perspectives from Africa's Largest Economy

1. Programme Synopsis and Objectives

This programme is designed to expose participants to the current strategies and trends that drive selling in consumer markets within Africa's largest economy. A programme of this nature is timely as it would explore how organizational sellers blend local and international selling practices to secure a larger share of the African consumer's wallet. It would also explain why and how to adopt selling strategies common to this economy such as personal/direct selling strategies, digital selling, selling in informal/open markets and entrepreneurial selling. Relevant country specific data and experiences will be showcased to highlight these strategies. In summary, this programme would offer participants the following:

- A toolkit for crafting selling strategies in consumer markets within this economy
- A first-hand experience of buyer-seller interactions in this economy
- Inter-cultural exchanges about the buying and selling process
- An opportunity to build consulting skills by engaging with entrepreneurs seeking to sell new products or services

2. Programme Outline:

The five-day programme will explore the following topics and activities:

Day 1: Case discussions, Group work, Guest Sessions

- Purchase behavior of the Nigerian/African consumer
- Understanding the selling process: local versus international comparisons
- Channels of distribution in consumer markets and how to engage
- Group assignment
- Welcome cocktail/dinner event

Day 2: Guest CEO forum, cultural trip, role play

- Trends in Nigerian Consumer Markets
- Meet the CEO Forum
- Personal/direct selling strategies and role plays
- Cultural learning trip

Day 3: Experiential learning trip and cocktail event

- Group based trip to selected markets to buy and sell
- Selling in open/informal markets

- Cocktail event with selected alumni

Day 4: Panel forum, guest lecture and cultural outing

- How digital selling and buying works in Nigeria:
- Digital selling exercise
- Special panel forum on digital buying and selling
- Cultural outing

Day 5: Panel forum, guest lecture and cultural outing

- Consulting and Debriefing to selected entrepreneurs with selling problems
- Group presentations on learning from experiential trip
- Presentation of toolkit for crafting selling strategies

3. Pedagogy/Design/Methodology

- ☐ Discussion of African cases developed by faculty, guest CEO sessions, consulting sessions with selected entrepreneurs, group outings to selected markets and companies, role plays, and cultural events and experiential learning trips

4. Core Programme Faculty

Please highlight the relevant expertise of the core faculty.

<i>Faculty</i>	<i>Relevant Expertise</i>
Dr. Uchenna Uzo	<ul style="list-style-type: none"> • Director, MBA Programmes • Selling, Sales Management and Retail Marketing Management
Mr Chidi Okoro	<ul style="list-style-type: none"> • Guest CEO • Consumer Analyst and Industry Expert • Over 25 years of managerial experience
Dr. Ogechi Adeola	<ul style="list-style-type: none"> • Digital Marketing and Selling • Relationship Management and service marketing