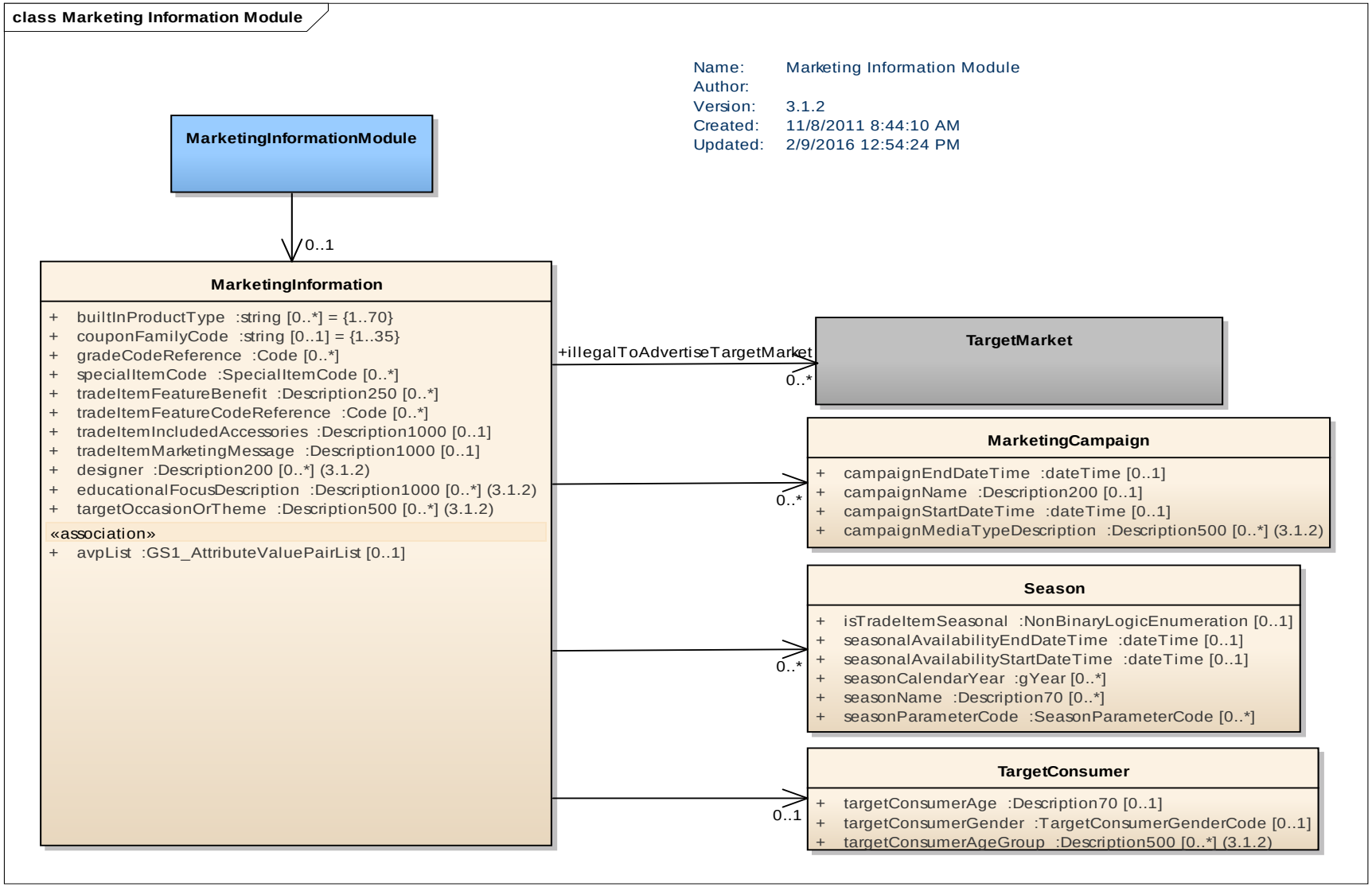
## 5.30. Marketing Information Module

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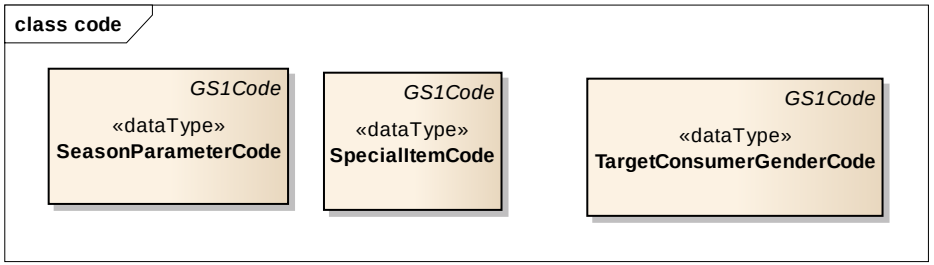
**Note:** Common class (in grey) is located in the GDSN Common Library.




| content | attribute / role | datatype /secondary class | multiplicity | definition |
|---|---|---|---|---|
| MarketingInformationModule | | | | A module containing information on a trade item meant to convey features and benefits and targeted customer. |
| Association | | MarketingInformation | 0..1 | Information on a trade item meant to convey features and benefits and targeted customer. |
| MarketingCampaign | | | | Details on a sales or marketing campaign for a trade item. |
| Attribute | campaignEndDateTime | dateTime | 0..1 | The date suggested by the supplier for the campaign to end. It indicates the end of a marketing campaign. |
| Attribute | campaignMediaTypeDescription | Description500 | 0..* | Describes the type of advertising mechanism, example TV, radio, magazine, newspaper. |
| Attribute | campaignName | Description200 | 0..1 | Name of the sales or marketing campaign, for which the trade item is intended. Input of user-defined text in order to assign the item to a specific marketing campaign. |
| Attribute | campaignStartDateTime | dateTime | 0..1 | The date suggested by the supplier for the campaign to start. It indicates the beginning of a marketing campaign. |
| MarketingInformation | | | | Information on a trade item meant to convey features and benefits. |
| Association | | MarketingCampaign | 0..* | Details on a sales or marketing campaign for a trade item. |

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| content | attribute / role | datatype /secondary class | multiplicity | definition |
|---|---|---|---|---|
| Association | illegalToAdvertiseTargetMarket | TargetMarket | 0..* | The target market where it is prohibited by law to advertise a trade item. An example of this is France where laxatives are illegal to advertise. |
| Association | | Season | 0..* | Information on whether or not the trade item is only offered during certain parts of the year or targeted to different seasons. |
| Association | | TargetConsumer | 0..1 | Target consumer details for a trade item. |
| Association | avpList | GS1_AttributeValuePairList | 0..1 | The transmission of non-standard data done in a simple, flexible, and easy to use method. |
| Attribute | builtInProductType | string | 0..* | The type of product that the trade item is combined with for example a VCR in the case that a television is combined with a VCR. |
| Attribute | couponFamilyCode | string | 0..1 | A code assigned by the vendor to a single trade item or to families of consumer trade items that can be used by in store scanners in conjunction with a U.P.C. coupon value code for coupon value discount when the proper trade item has been purchased. |
| attribute | designer | Description200 | 0..* | The person or company that designed the product. This may or may not be the brand name as designers. Guess jeans designers were Paul and Maurice Marciano. |
| attribute | educationalFocusDescription | Description1000 | 0..* | A description of the educational benefit the trade item is designed to provide for example: shape identification, language, motor skills, pretend play, color identification, science. |
| Attribute | gradeCodeReference | Code | 0..* | A code indicating the degree of refinement, features, or capabilities for a trade item for example the quality grade of a ceramic tile or of a food item such as eggs. |
| Attribute | specialItemCode | SpecialItemCode | 0..* | This element identifies specific items for promotional or special tracking purposes. |
| Attribute | tradeItemFeatureBenefit | Description250 | 0..* | Element for consumer facing market-ing content to describe the key features or benefits of the style suitable for display purposes. |
| attribute | targetOccasionOrTheme | Description500 | 0..* | The particular target time, event, theme, or holiday for the product for example Mother's Day, baby shower, birthday, etc.. |
| Attribute | tradeItemFeatureCodeReference | Code | 0..* | A code depicting a distinctive functionality offered as a special attraction to the trade item for example BUILT_IN_ALARM_CLOCK. |

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| content | attribute / role | datatype /secondary class | multiplicity | definition |
|---|---|---|---|---|
| Attribute | tradeItemIncludedAccessories | Description1000 | 0..1 | Any included object or device not part of the core product itself but which adds to its functionality or use. |
| Attribute | tradeItemMarketingMessage | Description1000 | 0..1 | Marketing message associated to the Trade item. |
| Season | | | | Information on whether or not the trade item is only offered during certain parts of the year or targeted to different seasons. |
| Attribute | isTradeItemSeasonal | NonBinaryLogicEnumeration | 0..1 | An indicator whether or not the trade item is only offered during certain parts of the year or targeted to different seasons. |
| Attribute | seasonalAvailabilityEndDateTime | dateTime | 0..1 | Indicates the end date of the trade item's seasonal availability. |
| Attribute | seasonalAvailabilityStartDateTime | dateTime | 0..1 | Indicates the start date of the trade item's seasonal availability. |
| Attribute | seasonCalendarYear | gYear | 0..* | This element indicates the calendar year in which the trade item is seasonally available. |
| Attribute | seasonName | Description70 | 0..* | Element defines the season applicable to the item. |
| Attribute | seasonParameterCode | SeasonParameterCode | 0..* | Indication of the season, in which the trade item is available, i.e. assignment to one of the following collection periods: spring/summer, autumn/ winter or all year around. |
| TargetConsumer | | | | The type of consumer the trade item is marketed towards for example gender or age. |
| Attribute | targetConsumerAge | Description70 | 0..1 | Identifies the target consumer age range for which a trade item has been designed. |
| Attribute | targetConsumerAgeGroup | Description500 | 0..* | A description of a general age group the product is designed for. This would not include the actual age ranges. For example Infant, Toddler, Child, Teen, Adult. |
| Attribute | targetConsumerGender | TargetConsumerGenderCode | 0..1 | Identifies the target consumer gender for which a product has been designed. |

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