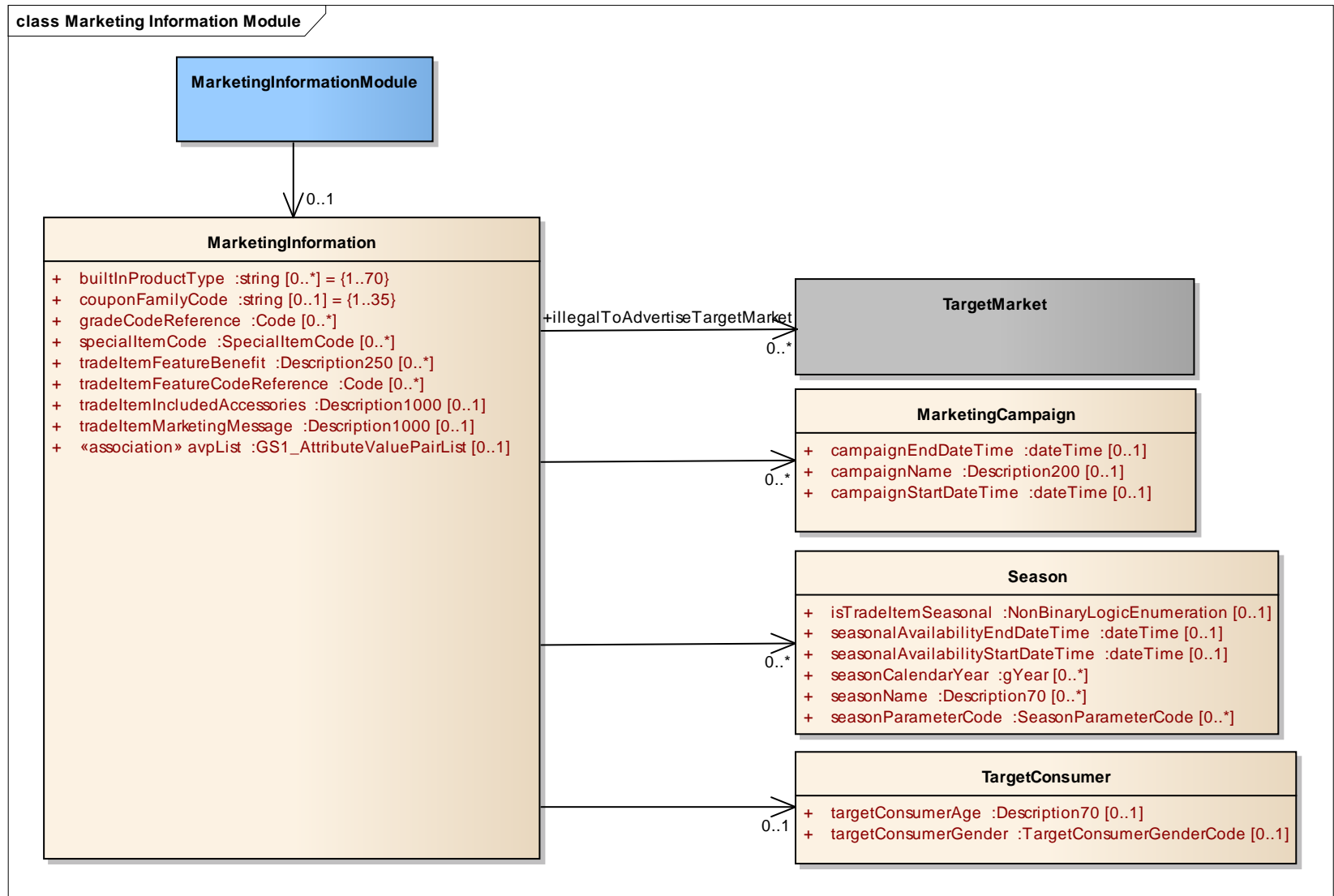
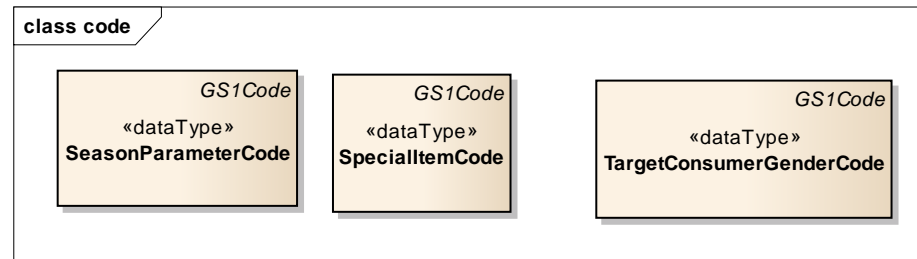


5.29. Marketing Information Module





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



content	attribute / role	datatype /secondary class	multipl city	definition
MarketingInformat ionModule				A module containing information on a trade item meant to convey features and benefits and targeted customer.
Association		MarketingInformati on	0..1	Information on a trade item meant to convey features and benefits and targeted customer.
MarketingCampai gn				Details on a sales or marketing campaign for a trade item.
Attribute	campaignEndDateTi me	dateTime	0..1	The date suggested by the supplier for the campaign to end. It indicates the end of a marketing campaign.
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	campaignStartDateTi me	dateTime	0..1	The date suggested by the supplier for the campaign to start. It indicates the beginning of a marketing campaign.
MarketingInformat ion				Information on a trade item meant to convey features and benefits.
Association		MarketingCampai gn	0..*	Details on a sales or marketing campaign for a trade item.
Association	illegalToAdvertiseTar getMarket	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.



content	attribute / role	datatype /secondary class	multipli city	definition
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_AttributeValu ePairList	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	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 marketing content to describe the key features or benefits of the style suitable for display purposes.
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.
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.



content	attribute / role	datatype /secondary class	multipli city	definition
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	SeasonParameter Code	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	targetConsumerGender	TargetConsumerGenderCode	0..1	Identifies the target consumer gender for which a product has been designed.