



Professional Education Programs

Course Strategic Marketing of Technology Services & Products

Overview The methods and principles of marketing new technology-based products and services are introduced with a focus on innovative strategies for bringing them to market. The issues of competitive strategy, pricing, customer service, international market differentiation, and new product launches are presented. The strategic role of marketing as an integrated part of the product development process and its role in the overall strategic planning of the firm are discussed. Qualitative and quantitative market research techniques, including sampling and data collection procedures, demand forecasting, and product research and test marketing are presented.

Who should attend The course is addressed to:

- Telecom Marketing/Sales professionals,
- Telecom Managers and Engineers

Prerequisites

- No mandatory prerequisites.
- Experience in related fields is recommended.

Duration 3 days (8 hours per day)
Dates November 29, 30, December 01, 2010
9:30- 16:15

Instructor Dr G. Yovanof, AIT Professor
Dr X. Ziouvelou, AIT Senior Researcher

Course outline The course is organized into five main modules:

Strategic Marketing

- Market-Driven Strategy
- Corporate, Business and Marketing Strategy
- Financial Analysis for Marketing Planning and Control

Markets, Segments and Customer Value

- Markets and Competitive Space
- Strategic Market Segmentation
- Capabilities for Continuous Learning About Markets
- Defining and Measuring customer satisfaction and service quality

Designing Market-Driven Strategies

- Market Targeting and Strategic Positioning
- Strategic Relationships
- Planning for New Products

Market-Driven Program Development

- Strategic Brand Management





Professional Education Programs

- Value Chain Strategy
- Pricing Strategy and Management
- International Marketing of Products and Services
- Public Sector Marketing – e-Health, Defense, Utilities
- Promotion, Advertising and Sales Promotion Strategies
- Sales Force, Internet and Direct Marketing Strategies

Implementing and Managing Market-Driven Strategies

- Designing Market-Driven Organizations
- Marketing Strategy Implementation and Control

Tuition Fee Single Participation: 780,00€
Discount Policy
Cancellation Policy

Program Registration <http://hermes.ait.gr/registrations/multiple.php?prog=29>

Contact Catherine Cynthia Protonotarios
Executive Training Manager
Tel+30 2106682806, extn 5806
Fax+302106682844
excedu@ait.edu.gr

