



Course	<b>Strategic Marketing of Technology Services &amp; Products</b>				
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.				
Objectives	<p>The objectives of this course are to:</p> <ul style="list-style-type: none"> <li>Provide you with an overview of the processes for understanding, creating and delivering value in technology markets</li> <li>Equip you with actionable conceptual frameworks and analytical tools for making strategic marketing decisions in uncertain and dynamic technology markets</li> </ul>				
Who should attend	<p>The course is addressed to:</p> <ul style="list-style-type: none"> <li>Telecom Marketing/Sales professionals,</li> <li>Telecom Managers and Engineers</li> </ul>				
Prerequisites	<ul style="list-style-type: none"> <li>No mandatory prerequisites.</li> <li>Experience in related fields is recommended.</li> </ul>				
Dates & Duration	<ul style="list-style-type: none"> <li>June 06,07,08, 2011</li> <li>3 days</li> <li>24 teaching hours</li> </ul>	Class Daily Time Schedule			
		Hr	Starts	Ends	Intervals
		1	9:30	10:15	
		2	10:15	11:00	11:00-11:15
		3	11:15	12:00	
		4	12:00	12:45	12:45-13:00
		5	13:00	13:45	
		6	13:45	14:30	14:30-14:45
		7	14:45	15:30	
		8	15:30	16:15	
Instructors	<b>Course Led by</b> <u>Dr G. Yovanof</u> , AIT Professor <u>Dr X. Ziouvelou</u> , AIT Senior Researcher				
Training Methodology	<ul style="list-style-type: none"> <li>Lecturing</li> <li>Intl Case Studies</li> <li>Project Results</li> <li>Exercises</li> <li>Hands on Lab</li> </ul>				
Course outline	<p>The course is organized into five main modules:</p> <p><b>Strategic Marketing</b></p> <ul style="list-style-type: none"> <li>Market-Driven Strategy</li> <li>Corporate, Business and Marketing Strategy</li> <li>Financial Analysis for Marketing Planning and Control</li> </ul> <p><b>Markets, Segments and Customer Value</b></p> <ul style="list-style-type: none"> <li>Markets and Competitive Space</li> <li>Strategic Market Segmentation</li> <li>Capabilities for Continuous Learning About Markets</li> <li>Defining and Measuring customer satisfaction and service quality</li> </ul> <p><b>Designing Market-Driven Strategies</b></p> <ul style="list-style-type: none"> <li>Market Targeting and Strategic Positioning</li> <li>Strategic Relationships</li> <li>Planning for New Products</li> </ul> <p><b>Market-Driven Program Development</b></p> <ul style="list-style-type: none"> <li>Strategic Brand Management</li> <li>Value Chain Strategy</li> <li>Pricing Strategy and Management</li> <li>International Marketing of Products and Services</li> </ul>				

**AIT**CENTER  
OF EXCELLENCE  
FOR RESEARCH  
AND EDUCATION

Post-secondary Education Center

Executive  
Education**Open Program**

	<ul style="list-style-type: none"><li>Public Sector Marketing – e-Health, Defense, Utilities</li><li>Promotion, Advertising and Sales Promotion Strategies</li><li>Sales Force, Internet and Direct Marketing Strategies</li></ul> <b>Implementing and Managing Market-Driven Strategies</b> <ul style="list-style-type: none"><li>Designing Market-Driven Organizations</li><li>Marketing Strategy Implementation and Control</li></ul>
Expression of Interest	<a href="mailto:excedu@ait.edu.gr">excedu@ait.edu.gr</a> please send your contact info, including program title in email subject line
Registration Form	<a href="http://hermes.ait.gr/registrations/multiple.php?prog=29">http://hermes.ait.gr/registrations/multiple.php?prog=29</a>
Venue	Classroom 1B, Level 1 Computer LAB, Level 2 AIT, Building B7, INTRACOM Campus, 19 km, Markopoulou Av, Peania 190 02 How to Reach AIT: <a href="http://www.ait.edu.gr/ait_web_site/how_to_reach_us.jsp">http://www.ait.edu.gr/ait_web_site/how_to_reach_us.jsp</a>
Tuition Fee	<b>Single Participation: € 790,00</b> This course is also available for in-house training for 4-10 participants @ competitive pricing OAED funding may reach up to 100%, for more information please contact us. <b>Discount Policy Cancellation Policy</b>
Contact	Katerina Protonotariou, Executive Education Manager, AIT, <a href="mailto:krpo@ait.edu.gr">krpo@ait.edu.gr</a> , 210 6682806, extn 5806

