



Course	<h2 style="color: red;">Strategic Marketing of Technology Services & Products</h2>																																											
Overview	<p>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.</p> <p>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.</p> <p>Qualitative and quantitative market research techniques, including sampling and data collection procedures, demand forecasting, and product research and test marketing are presented.</p> <ul style="list-style-type: none"> ■ Select market segments to deploy technology ■ Reduce engineering and marketing time for winning solutions ■ Identify ways to articulate important business and technical needs ■ Define sales and marketing strategies to beat competition and grow profitably 																																											
Objectives	<p>Give your team a common vocabulary, a toolkit, and a market-driven process for product/market strategy development to:</p> <ul style="list-style-type: none"> ■ reduce lead time to select opportunities for growth ■ ensures that innovation ideas are filtered with current and potential customer value ■ create insight and buy-in to the basis of competitive differentiation ■ how to fortify advantage by all value-adding functions in the organization ■ build a foundation for effective marketing and sales programs and messages 																																											
Who should attend	<p>The course is addressed to:</p> <ul style="list-style-type: none"> ■ Telecom Marketing/Sales professionals, ■ Telecom Managers and Engineers 																																											
Prerequisites	<ul style="list-style-type: none"> ■ No mandatory prerequisites. ■ Experience in related fields is recommended. 																																											
Dates & Duration	<ul style="list-style-type: none"> ■ May 16,17,18, 2012 ■ 3 days ■ 24 teaching hours 			<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="4" style="text-align: center;">Class Daily Time Schedule</th> </tr> <tr> <th style="text-align: center;">Hr</th> <th style="text-align: center;">Starts</th> <th style="text-align: center;">Ends</th> <th style="text-align: center;">Intervals</th> </tr> </thead> <tbody> <tr><td style="text-align: center;">1</td><td style="text-align: center;">9:30</td><td style="text-align: center;">10:15</td><td></td></tr> <tr><td style="text-align: center;">2</td><td style="text-align: center;">10:15</td><td style="text-align: center;">11:00</td><td style="text-align: center;">11:00-11:15</td></tr> <tr><td style="text-align: center;">3</td><td style="text-align: center;">11:15</td><td style="text-align: center;">12:00</td><td></td></tr> <tr><td style="text-align: center;">4</td><td style="text-align: center;">12:00</td><td style="text-align: center;">12:45</td><td style="text-align: center;">12:45-13:00</td></tr> <tr><td style="text-align: center;">5</td><td style="text-align: center;">13:00</td><td style="text-align: center;">13:45</td><td></td></tr> <tr><td style="text-align: center;">6</td><td style="text-align: center;">13:45</td><td style="text-align: center;">14:30</td><td style="text-align: center;">14:30-14:45</td></tr> <tr><td style="text-align: center;">7</td><td style="text-align: center;">14:45</td><td style="text-align: center;">15:30</td><td></td></tr> <tr><td style="text-align: center;">8</td><td style="text-align: center;">15:30</td><td style="text-align: center;">16:15</td><td></td></tr> </tbody> </table>	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	
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Instructors	<p>Course Led by <u>Dr. G. Yovanof</u>, AIT Professor <u>Dr. X. Ziouvelou</u>, AIT Senior Researcher</p>																																											
Training Methodology	<ul style="list-style-type: none"> ■ Lecturing ■ Intl Case Studies ■ Project Results ■ Exercises ■ Hands on Lab 																																											
Course outline	<p>The course is organized into five main modules:</p> <p>Strategic Marketing</p> <ul style="list-style-type: none"> ■ Market-Driven Strategy ■ Corporate, Business and Marketing Strategy ■ Financial Analysis for Marketing Planning and Control <p>Markets, Segments and Customer Value</p> <ul style="list-style-type: none"> ■ Markets and Competitive Space ■ Strategic Market Segmentation ■ Capabilities for Continuous Learning About Markets ■ Defining and Measuring customer satisfaction and service quality <p>Designing Market-Driven Strategies</p>																																											

**AIT**CENTER
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- Market Targeting and Strategic Positioning
- Strategic Relationships
- Planning for New Products

Market-Driven Program Development

- Strategic Brand Management
- 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

Expression of
Interestexcedu@ait.gr please send your contact info, including program title in email subject line

Registration Form

<http://hermes.ait.gr/registrations/multiple.php?prog=317>

Venue

AIT, Building B7, INTRACOM Campus, 19 km, Markopoulou Av, Peania 190 02
How to Reach AIT: http://www.ait.edu.gr/ait_web_site/how_to_reach_us.jsp

Tuition Fee

**Single Participation: € 790,00**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.**Discount Policy Cancellation Policy**

Contact

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