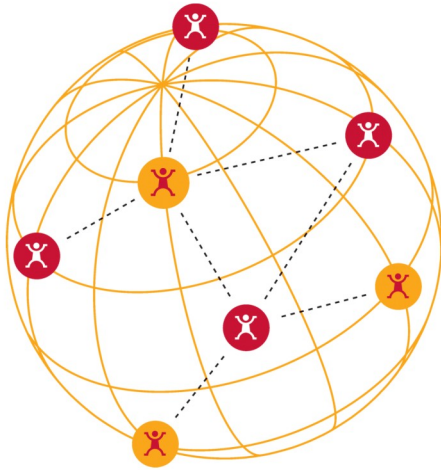


TRAINING PROGRAM OUTLINE



MKG-103E MARKETING RESEARCH & FORECASTING

DESCRIPTION

A 10-day Training Program to provide participants with an understanding of the methods and techniques to perform marketing research and forecasting in a telecommunications environment.

OBJECTIVES

- Develop skills for carrying out the marketing research process in telecommunications industry
- Develop skills in forecasting of telecommunications services and product
- Present the various forecasting and research techniques and provide the competency to select the most appropriate methods and tools
- Develop the skills required for the development of effective marketing plans based on data, market research and forecasts



TOPICS

- Overview of corporate strategic planning
 - Corporate mission
 - Strategic business units
 - Strategic plan

- Marketing planning, analysis and the marketing plan
 - Introduction
 - Marketing analysis & assessment
 - Environment analysis
 - Target market and opportunities
 - Marketing strategies
 - Marketing program and strategy implementation
 - The marketing plan
 - Executive summary
 - Current situation
 - Opportunities and threats
 - Objectives and forecast
 - Marketing strategies
 - Action programs

- Marketing planning supporting functions
 - Marketing information systems
 - Internal records
 - Market intelligence
 - Market research
 - Marketing decisions systems

- Market demand and marketing forecast
 - Introduction
 - General forecasting concepts
 - Variables definition
 - Product life cycle
 - Elasticity of demand
 - Forecasting process
 - New products forecast concepts



- Current products forecast
 - Environment forecast
 - Industry demand forecast
 - Company demand forecast
- Econometric modeling
- Simulation models
- Traffic forecast for network dimensioning
- Overall comprehensive forecast
- Conclusion

TARGET AUDIENCE

- Telecommunications managers and personnel responsible for marketing, planning, market research and analysis
- Managers looking to complement their skill-set by gaining a good understanding of key market research and forecasting concepts and tools

METHODOLOGY

Our Training Programs combine expert presentations, workshops, case studies and discussions on real-life situations faced by participants. Complete training material is provided to all participants for future reference and follow-up action plans.

LOCATION

Our Training Programs are held at regular intervals in selected cities around the world. Upon request, our expert trainers can lead Training Programs at the location of your choice. If interested, please contact us at training@neotelis.com.



EXPERTISE

Neotelis provides consulting and training services to telecommunications organizations worldwide. Its team of experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 100 countries around the world.

