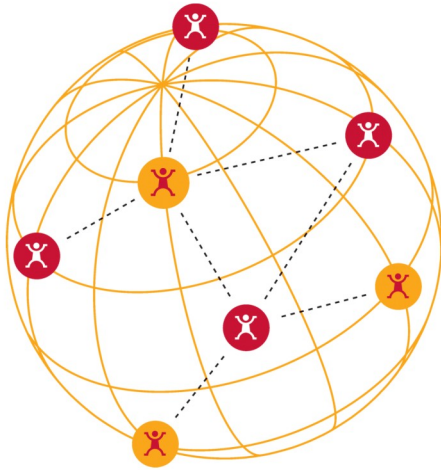


TRAINING PROGRAM OUTLINE



MKG-113E **MARKETING MANAGEMENT IN TELECOMMUNICATIONS II**

DESCRIPTION

A 10-day Training Program to provide participants with a deeper understanding of marketing as it applies to the telecommunications industry. The Training Program focuses on service marketing and uses real world case studies to provide students with practice in writing marketing plans and in making marketing decisions in a telecommunications environment.

Marketing Management in Telecommunications II is a second level Training Program that requires a prior understanding of basic marketing concepts. As a prerequisite, participants must have completed MKG-100E Marketing Management in Telecommunications I or have equivalent educational or work experience.

OBJECTIVES

- Provide an overview of the global and competitive telecommunications environment and its impacts on operators
- Equip participants with techniques and tools to make sound marketing decisions



- Provide the knowledge to develop and implement effective, customer-driven marketing plans for telecommunications services

TOPICS

- The global and competitive telecommunications environment
 - Deregulation and competition
 - Globalization
 - New telecom players
 - New technologies and services
 - Global trends, impacts and challenges
- Review of marketing
 - The role and functions of marketing
 - Strategic planning and marketing
 - The marketing process
 - The marketing environment
 - The marketing mix
- Understanding services
 - Services vs. products
 - The service as a process
 - Customer involvement in service processes
- Understanding the service customer
 - Market research and marketing information systems
 - How customers evaluate services
 - Market segmentation
- Service/product strategy
 - Positioning a service for competitive advantage
 - Creating the service and adding value
 - New service introduction
- Promotional strategy



- Services vs. products: implications for marketing communications
- The marketing communications mix
- Non-personal promotion: advertising, sales promotion, publicity
- Personal promotion/personal selling
- The Internet in marketing communications

- Pricing strategy
 - Paying for service: a customer’s perspective
 - Service pricing strategies
 - Putting service pricing into practice

- Distribution strategy
 - Options for service delivery
 - Enhancing value through quality and productivity improvements

- Management issues in service organizations
 - Managing human resources
 - The role of marketing
 - Applying technology to services

- The marketing plan
 - The importance of a marketing plan
 - Writing a marketing plan
 - Budgeting, planning and monitoring marketing activities

TARGET AUDIENCE

- Telecommunications managers and personnel responsible for marketing, sales, business development and strategic planning, who already have a basic understanding of marketing concepts
- Managers looking to complement their skill-set by gaining a deeper understanding of service marketing



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.

