

MKG-128 - Marketing, Product & Pricing Management in Telecom



MARKETING, PRODUCT & PRICING MANAGEMENT IN TELECOM



Neotelis can also deliver a in-house session of this course specifically for your organization.
Please contact us at training@neotelis.com for more information and a Proposal.

Description

****This course is also available as a live distance learning course****

The telecommunications industry is becoming ever more global and competitive. Success in telecom requires sharp, business-savvy marketing plans.

This 5-day Training Course provides participants with detailed guidance on creating successful marketing, product and pricing strategies.

Learning Outcomes

At the end of the course, participants will be able to:

- Explain the strategic context in which a marketing strategy is developed and how marketing strategy fits with corporate strategy
- Conduct the key activities of developing a marketing strategy: market and competitive analysis, value proposition development, action planning and go to market execution
- Prepare a marketing plan capturing market opportunities and which is aligned with corporate strategy
- Use appropriate strategies to develop new products and successfully perform product management activities
- Implement the pricing strategy

Topics

The Training Course covers the following topics:

Day 1

- The global and competitive telecommunications environment
 - Market evolution and trends
 - New telecom players
 - New services and offers
 - Challenges, impacts and opportunities for operators
 - *Workshop: Presentation to the Minister*
- Strategic thinking and planning
 - The strategic planning process
 - Environment scanning/assessment
 - Analysis of the business
 - Strategy formulation
 - *Workshop: Strategic Context*
- Implementation
 - *Workshop: Case Study – Google Strategy*

Day 2

- Key trends and the marketing process
 - Key trends affecting marketing, sales and customer service
 - Strategic planning and marketing
 - Clientele and competition analysis
- Strategy, objectives, marketing mix and value proposition
 - Marketing strategy and planning
 - Marketing strategy and objectives
 - The Marketing Mix
 - *Workshop Part 1: Offers, Clients and Competitors*
 - *Workshop Part 2: Marketing Objectives and Priorities*
 - *Workshop: Case Study – Zalando*

Day 3

- Product and service development
 - Introduction of new products and services
 - Financial analysis
 - *Workshop: Analysis of an Investment Project*
- Product and customer experience management
 - Product vs Customer-centric orientation
 - Voice of Customer (VOC) and Customer Experience programs
 - *Emotions*
 - Customer experience
 - *Workshop: Personae*
 - *Workshop: Customer Journey*
 - Customer experience performance indicators
 - *Workshop: Case Study - Transdev*

Day 4

- Innovation, new services and business models in Telecom
 - The influence of customers and technologies in Telecom
 - *Workshop: Telecom Business Models*
 - *Workshop: Innovation by Competitors*
 - The innovation process
 - *Workshop: The Innovation Process*
- Fundamental principles of Pricing
 - Introduction and key concepts
 - Process, approaches and pricing tactics
 - Segmentation
 - *Workshop: Price Change*

Day 5

- Marketing Plan
 - Action plan
 - Product
 - *Workshop: Case Study – Jawwy*
 - Price
 - Promotion (Communication)
 - Place (Distribution)
 - Budget and control
 - Allocation and definition of costs
 - Evaluation techniques and risk management
 - *Workshop: Case Study – Orange Morocco*

Target Audience

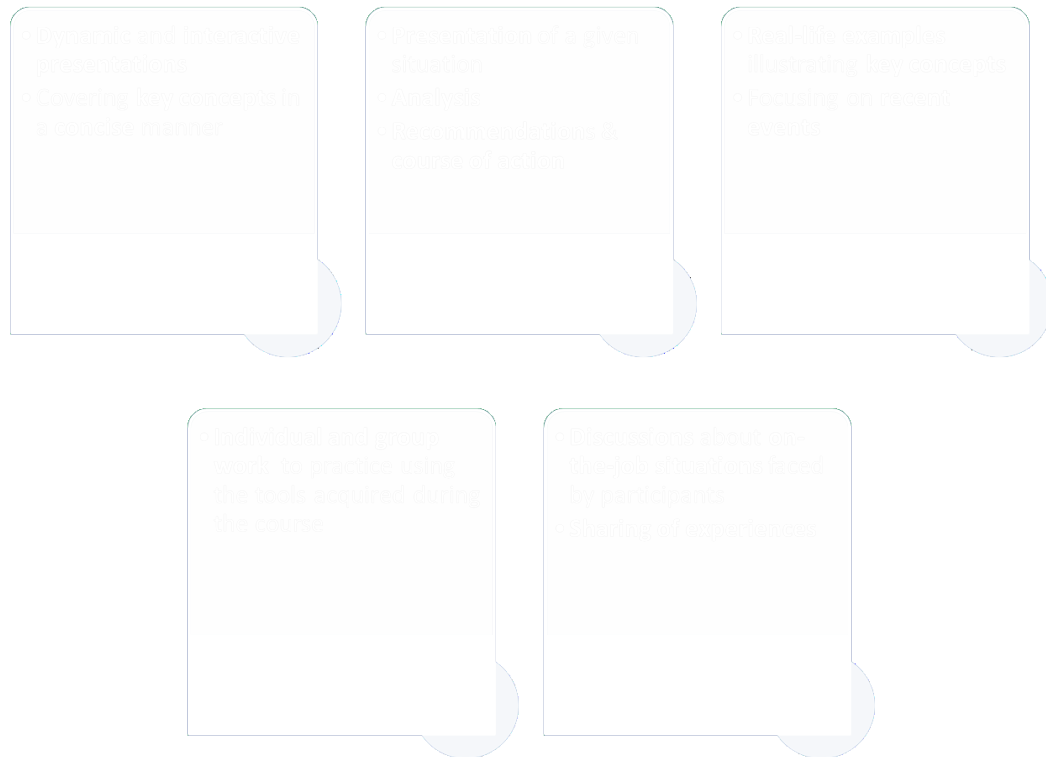
- Telecommunications managers and personnel responsible for marketing, sales, business

development and strategic planning

- Managers looking to complement their skill-set by gaining a good understanding of concepts of marketing, management, products and pricing

Methodology

A combination of engaging activities and dynamic presentations to stimulate and maximize participants' learning.



Location

A selection of Neotelis' training courses is held in various cities around the world. Please contact us at training@neotelis.com for the complete Yearly Training Calendar.



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About Neotelis

Neotelis provides training, consulting, conferences and publications to the telecommunications industry worldwide. Its team of senior experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 120 countries around the world.

... Telecom Leaders Use Neotelis. Don't Get Left Behind! ...

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