

Course Name: Telecom Industry Overview for Marketing

Course Overview: This 1-Day course is designed as an overview of the telecommunications industry for marketing management and other key marketing and sales personnel. Students attending this course will obtain the knowledge to discuss major events, standards, players and technologies that have formed a truly exciting industry. Key emphasis will be placed on Industry trends and

Course Length: One day

Who should Attend:

- Marketing Managers
- Sales Managers
- Sales and Marketing Staff
- Marketing Support Personnel

You will Learn:

- Brief History of Telecommunications
- Standards/Regulatory Bodies
- Telecommunication Basics
- Market Trends
- How to Identify Market segments
- What Customers Want
- Why Customers Leave
- How to get Customers Back
- Best Advertising Practices
- Where to Advertise Now
- How to Analyze the Competition
- Future Industry Trends and Technologies

Prerequisites: None.

Customizable Course: Yes

Course Content:

Overview of Telecommunications Industry

- Brief History
- Major technological advances
- Standards
- Regulatory Bodies
- Major players

Telecommunication Basics

- Voice Networks



- Data Networks
- Wireless Networks
- Internetworking

Market Analysis

- Industry Trends
- Future Trends
- Identifying Primary and Secondary Market Segments
- What are the needs of each Market segment
- Are we providing what our customer's want
- Return on Investment (ROI) for each Market segment

Competitive Positioning

- Customer Awareness
- Customer perception
- Identify Competitors
- Determine the market share
- Emulating strengths of competitors and exploiting their weaknesses
- Why customers leave and preventing it
- Winning back customers

Identifying New Products and Services

- Products and service features that customers want
- Target advertising to increase customer awareness of new product/service offerings
- Pricing new products
- Packaging new products
- Determining ROI for new products and services

Effective Advertising

- Targeting new customers
- Targeting existing customers
- Advertising Resources
- Testing advertising effectiveness - ROI
- What are my resources – identifying the best media channels for advertising
- Identifying new advertising channels
- Advertising within different market segments

The Future

- Key players and trends
- Emerging technologies

