

Marketing & Pricing of Next Generation Services

20 - 24 July 2009
Mbabane, Swaziland



COMMONWEALTH
TELECOMMUNICATIONS
ORGANISATION

www.cto.int

Register by
20th June 2009
for a 10% discount!



Overview

The development of new products and services as next generation networks are rolled out, throw up new challenges to service providers. These include how to market and price these offerings as well as the challenge of increased competition and constant changes in trends and consumer behaviour.

This course will equip participants with the necessary skills to formulate successful marketing mix strategies for next generation products and services.

Concepts and issues covered include:

- The critical marketing functions of product development, packaging, market segmentation and communications and sales
- Competition in target markets and customer behaviour analysis
- Market segmentation in strategies and product positioning
- Achieving and sustaining a strong competitive advantage
- Leveraging market research and competitive analysis for revenue-generating products such as IPTV, fixed-mobile convergence, unified messaging, and VoIP in both defensive and offensive business models

For more programmes and courses run by the PDT contact us at:
Tel: +44 (0) 208 600 3800 Fax: +44 (0) 870 0345 626 Email: programmes@cto.int

Course programme may change due to unforeseen circumstances

Marketing & Pricing of Next Generation Services

20 - 24 July 2009

Learning outcomes

At completion, participants would have acquired:

- An understanding of the nature and complexity of next generation networks and services
- An appreciation of the need for a market-oriented organisation to build superior value and achieve greater levels of satisfaction for customers
- An understanding of practical business-to-consumer and business-to-business marketing strategies
- An appreciation of the need to research the market in order to identify viable segments and develop appropriate positioning and marketing mix strategies for next generation services
- An appreciation of the need to have a marketing mix strategy in-built into the new product/service development process (NPD) in order to facilitate the commercialisation of these next generation services
- An integrated approach to developing the right 'mix' of the seven P's for next generation services

Key objectives

This course will equip participants with the necessary knowledge and tools to:

- Understand the nature and complexity of next generation networks
- Adopt an integrative approach to developing and formulating successful marketing mix and in particular pricing strategies for next generation services
- Conduct an internal and external analysis to identify and apply companies' competencies to gain competitive advantages
- Develop and design models for effective strategic marketing decisions.
- Anticipate and respond adequately to changing business/market environments
- Develop effective, market-tested strategies and specific, actionable tactics and tools in order to succeed in the market

Who should attend

- Marketing professionals from the Telecom, IT, fixed or mobile network industry
- Telecommunications personnel with an interest in marketing issues on NGN

Learning environment

- Highly interactive and engaging teaching and learning methods aimed at developing a variety of skills
- Teaching tools will include slides, handouts, videos and other creative materials
- Case studies and class exercises are used to allow participants to actively engage with the subject matter

Pre-requisites

There are no pre-requisites

Course content

A telecommunications market introduction

- Market environment for telecommunications service providers
- Challenges of declining access line and revenue
- Key success factors for operating in this challenging market

Overview of NGN

- Definition and attributes of NGN
- Key technologies of NGNs, including internet protocol, wireless and fibre optics
- NGN Services including multi-services, virtual private network (VPN)
- Deployment and marketing of next generation services

Marketing best practices

- Strategic marketing in the competitive environment
- Business-to-consumer and business-to-business marketing tactics trends
- Case studies of marketing tactics and pricing

Researching the market to identify potential and viable market segments

- Analysing the marketing environment (PEST factors) of the telecommunication industry
- Screening and evaluating marketing strategy opportunities
- Scientific approach to marketing research (secondary and primary data)
- Conducting a SWOT (Strengths, Weaknesses, Opportunities & Threats) analysis
- Market segmentation for next generation services

Customer management

- Interrelationships between customer needs, marketing research, listening posts and technology in customer-knowledge management
- Analyse the value proposition
- Scope of customer-satisfaction perceptions
- Develop strategies for customer retention
- Evaluate the most important drivers of a customer-driven organisation

Analysing competition in target markets

- Assessing the unique selling proposition (USP) of the new product or service
- Market analysis eg. actual and potential market size, cost structures, distribution systems
- Customer behaviour analysis eg. how do they make their purchase decision
- Identify and analyse competitors
- Formulating strategies using customer and competitor information

Course content

Internal analysis

- Importance of internal analysis and its framework
- Assess the performance and resources of the organisation
- Dealing with resources that make the organisation vulnerable

Developing an appropriate marketing mix strategy for next generation services

- The marketing mix. (The four P's has become the seven Ps)
- 5 steps of the new product development process (NPD)
- Tools to develop marketing mix strategies (Product Life Cycle (PLC), BCG, Ansoff, etc.)
- Branding and using it in strategy planning
- Integrating marketing mix strategy into the marketing plan/programme.

Pricing objectives, settings and strategies for next generation services

- Pricing objectives
- Choices of marketing managers for price flexibility
- Considerations of marketing manager during the early stages of the product life cycle
- Varied options of a price structure including discounts
- Value pricing concept and its advantage in offering target customers superior value.

Marketing strategies and sustaining competitive advantage

- Identify sustainable competitive advantages (SCA)
- Evaluate the types of strategic options using: competitive strategy, strategies over the organisation's life-cycle, strategies for building relationships with key stakeholders, global strategies
- Combine these four strategies to formulate a market strategy
- Differentiation strategy and the six types of differentiation
- Principles of a low cost strategy and cost drivers
- Identifying the key dimensions of service quality and managing service delivery.
- Competing through superior service and customer relationships

Course leader



Grant Forsyth

This course will be facilitated by Grant Forsyth from Telkom SA, Centre for Learning. He has over 20 years experience in sales, marketing and management in the ICT Industry and holds a BBA degree and an IMM diploma in Marketing Management. He lectures at two South Africa business schools, consults and has developed and conducted many training courses to corporate clients.

His specialist areas are principles and practice of marketing, marketing strategy, customer service, international marketing, selling skills and sales management. His success in the training environment is due to his theoretical knowledge of the subject matter, his work experience and his ability to enable students in a fun and informative way.

Hosted by:

Swaziland Posts & Telecommunications Corporation

In partnership with:

Telkom South Africa

About the CTO

The Commonwealth Telecommunications Organisation (CTO) is an international development partnership between Commonwealth and non-Commonwealth governments, business and civil society organisations.

It provides the international community with effective means to help bridge the digital divide and achieve social and economic development through the use of Information and Communication Technologies (ICT) in the specific areas of Telecommunications, IT, Broadcasting and the Internet.

About the programme for development and training (PDT)

Managed by the CTO, the PDT is a unique low-cost membership programme providing needs-based professional training and capacity building courses on telecommunications policy, regulation, technologies and telecoms business management.

The PDT has delivered over 3600 bilateral training and consultancy projects, covering every aspect of the telecommunications industry, training over 35,000 professionals in 33 countries of the Commonwealth.

For more programmes and courses run by the PDT contact us at:

Tel: +44 (0) 208 600 3800
Fax: +44 (0) 870 034 5626
Email: programmes@cto.int

See more information on our website

www.cto.int

