

CEU's: 2.30

Number of days: 43

Course Description:

This course is directed at engineering managers or for executive engineers looking to get into Marketing.

The purpose of this course is to provide skills, knowledge and appreciation of marketing and its interaction with the operations and technical arenas of a firm. It covers a broad range of topics including communication skills, market research and analysis, benchmarking, trends, the impact of the environment, technology assessment forecasting, risk analysis, sales and consumer satisfaction, advertising and integrated marketing communications, pricing, products and branding. Knowledge areas include:

- Market analysis (customer base, competition)
- Best practices and lessons learned
- Business research and forecasting tools and techniques
- Risk analysis, Trend analysis (economics, social, political, environmental, technology), and Technology assessment practices and techniques
- Presentation skills, Sales and advertising practices and Customer satisfaction strategies
- Marketing and branding techniques, Product portfolio analysis, Global trade and international operations, and pricing strategies.

From research to design and manufacturing, your product has taken years to develop. Now your firm is finally in a position to take it to market. After rigorous testing, you have confidence in its quality and performance. You are prepared to meet the challenges of production, quality assurance, and its application in the appropriate industrial situations. You are eager to watch it earn recognition and build profits for your firm.

But have you considered marketing?

Have you determined who your customers are? What are the most effective ways to reach them? How will your product be sold? Why is it so imperative that engineers play a key role in the marketing of the products they create? Above all, how does understanding the marketing process help you become a better engineer?

This course will provide you with an understanding of the issues engineers should be familiar with in marketing technical products. From gathering the necessary market research to developing and implementing a successful marketing campaign, it will empower you with the tools and techniques necessary to work side by side with the sales professionals, marketing strategists, and advertisers who are responsible for your product's success in the marketplace.