

# Pedagogia Programme Specification

## Marketing Fundamentals for the Semiconductor Industry



**The Problem:** Many people working in marketing in the semi industry have a primarily technical background and are not marketers by training or instinct. Many have moved into marketing from design, from field technical, application roles or from sales and find themselves in the wonderful world of marketing but without the previous marketing experience of formal marketing training that is really required to succeed. Very often, the marketing knowledge they get is handed down to them from others, who also learnt the hard, informal, and not always correct way. At worst, you end up with marketers who cannot market.

In reality, marketing is one of the most critical functions for a business, and if done correctly can add several percentage points to ASP, market share, revenues and profit. Additionally, the semi industry is one of the most challenging industries to market in: with over 300 manufacturers worldwide, new and different business models, faster times-to-market, reducing cycle times, Moore's Law and now More-Than-Moore, different product types and models (standard products, ASSPs and ASICs), understanding how to market, how to commercialise your technology and go-to-market, creating and managing a stream of products profitably across the product lifecycle needs the latest and best knowledge you can equip your people with.

### The Solution:

Now at last, there is a real and better alternative - a learning & development programme dedicated to understanding the particularly dynamics and specificities of the semi industry, and how to market in this.

Marketing Fundamentals for the Semiconductor Industry (MFSI) is a 3 day, in-company training, dedicated to understanding how to market in the wonderful but challenging world of the semiconductor industry, not in the cola markets, washing detergent or consumer marketing. It offers a proper and proven structure and framework for mastering B2B in high-tech marketing, which participants can use in their daily life. It offers a range of different, proven tools, processes and frameworks. Marketing Application Notes are provided to extend learning and understanding. The outline agenda is:

<b>Day 1</b>	
Morning:	<ul style="list-style-type: none"><li>• Introductions</li><li>• Setting the scene: overview of the semi industry, its players, business models, dynamics, trends and megatrends</li><li>• Key aspects of B2B and high-tech marketing. The imperatives of key concepts like TTM, TTV, TTP and LTM</li><li>• Having a business acumen approach in marketing: the importance of ASP, pricing, margin, market share, etc</li><li>• How marketing works - a framework and methodology to use on a daily basis</li></ul>
Afternoon	<ul style="list-style-type: none"><li>• The importance of market research and how you can do simple market research or access it from others</li><li>• How to do a basic marketing analysis using the 4Cs</li><li>• 'Why segmentation'? and how to segment a market in a powerful, meaningful way - the heart of all good marketing</li></ul>
<b>Day 2:</b>	
Morning	<ul style="list-style-type: none"><li>• GTM (Go-to-Market) strategies and practice, using the 5Ps, including product offer, channels, Marcoms and Pricing</li><li>• Building the Value Proposition</li></ul>
Afternoon	<ul style="list-style-type: none"><li>• Product lifecycles and lifecycle management</li><li>• Portfolio management</li><li>• Mission and role of marketing, individual roles and different ways to organise. Working with Sales, FAEs, Distribution, etc</li></ul>
<b>Day 3:</b>	
Morning	<ul style="list-style-type: none"><li>• Winning strategies: looking at lessons from how the best exemplars succeed in the semi industry</li></ul>
Afternoon	<ul style="list-style-type: none"><li>• Marketing planning - producing a simple, effective market plan and how to implement it</li></ul>

### Typical learning outcomes:

Participants will learn:

- How the semi industry works
- What is the role of marketing and the mission of different roles within marketing
- What are the touch points and interactions with other functions
- How marketing works - a framework and methodology to use on a daily basis
- Key aspects of B2B marketing, The imperatives of key concepts like TTM, TTV, TTP and LTM
- Having a business acumen approach in marketing: the importance of ASP, pricing, margin, market share, etc
- The importance of market research and how to do it
- How to do a basic marketing analysis using the 4Cs
- Why segmentation, how to segment markets in a powerful, meaningful way
- GTM (Go-to-Market), using the 5Ps
- Product lifecycles and lifecycle management
- Portfolio management
- Winning strategies: understand how best exemplars succeed in the semi industry
- Market planning - how to write a simple market plan and implement it

### Target audience:

- Those newly or recently moved into marketing, perhaps with little previous marketing experience, or no formal training
- Non-marketers in adjacent functions that interact with marketing (Sales, Tech Support, Application Marketing, R&D, etc) who need to understand more how marketing works and implications for their jobs

For more information about how we can help you market successfully in high-tech B2B markets, contact:

[ianthomas@pedagogia.co.uk](mailto:ianthomas@pedagogia.co.uk) or call +44 78 79 89 83 28

or for more information visit our website at:

<http://www.marketing-generics.com/pedagogia/>