# Pedagogia Programme Specification

Foundations of Marketing
for technology-based businesses

The Problem: Many tech and high-tech companies enjoy significant growth rates because they are lucky enough to be in the right place at the right time, not always because they have mastered how to commercialise and market their products and technology. As long as the industry as a whole is growing this is possibly sufficient, but companies then struggle when the market matures or when competition intensifies. When conditions get tougher pure technology will rarely suffice, and companies need to develop real marketing competence and capability.

However, this is often difficult in technology business because the people working in marketing functions often come from a technical background and have rarely been trained in the profession and techniques of 'Marketing'. In this situation, untrained marketers tend to fall back on simplistic marketing approaches, doing what they have always done, or perhaps what worked for their bosses some years ago. However marketing is in fact a highly complex and sophisticated profession, and moreover one which is continually evolving and mutating, with new techniques, skills and dimensions arriving and changing every day. Technology-led and high-tech businesses can build highly profitable, durable revenues streams if they learn the profession of marketing, examine best practice from B2B and B2C exemplars, and train their people to become professional marketers.

The Solution: 'Foundations of Marketing for technology-based businesses' is a comprehensive 2 or 3 day workshop for all those with Marketing Roles. It uses the highly acclaimed Marketing Framework shown alongside, which enables participants to disentangle the mysteries of marketing, and understand that good marketing comes from a structured, comprehensive system and marketing approach, not just random or isolated acts. It helps marketing people focus on identifying customers' needs, and turn technology into a value proposition, thus laying for the foundation for the business to become marketing-led rather than technology-led. Whilst using a common structure and approach, each workshop is tailored to the customers' own needs, and incorporates practical examples from the client's industry and company, to illustrate best practice and aid learning. The workshop delivers many practical tools and is based around real marketing issues that the company and its marketers face

Detailed schematic of the Marketing Framework
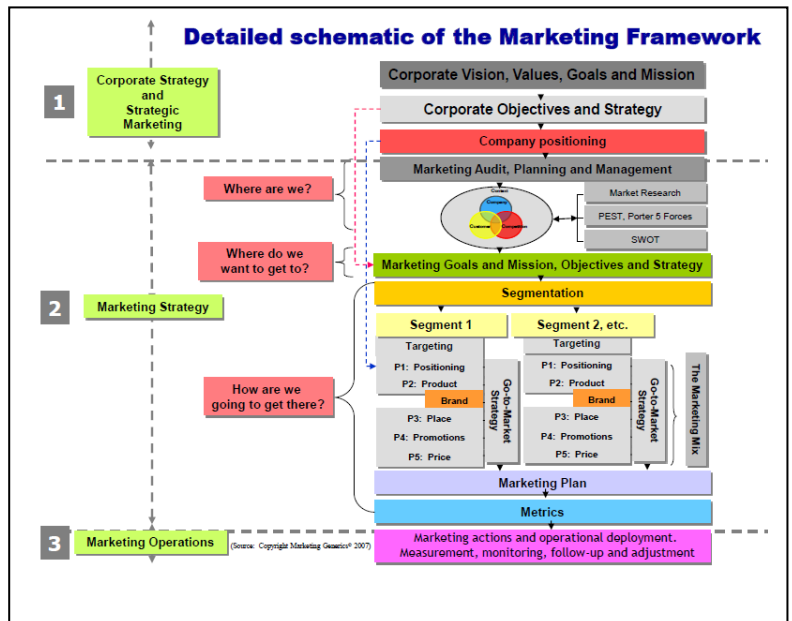
Benefits: The programme delivers clear **benefits to the participants** because it teaches the leading-edge and best practice marketing tools and techniques. It helps marketers understand how to take their products to market (Go-to-Market), and teaches a clear, structured approach to planning, implementing and managing marketing activities. Participants feel more equipped and able to tackle marketing challenges and create marketing-led products and business.

The programme also has several **benefits for the company / employer**, because it helps employees develop a common language and demarche, and to implement a structured and proven system-approach to marketing which can improve NPD, product launches, marketing planning and the whole of the company's Go-to-Market.

Pedagogia

Typical Programme:

'Foundations of Marketing for technology-based businesses' is a 2 or 3 day workshop depending upon the needs and situation of the client. In either case it works through the different components of the Marketing Framework, but the duration will depend upon the amount of project/practical based work that the client wants, and whether individuals or groups work on completing at least a basic Marketing Plan or not. A typical programme would cover the following content:

Introductions and learning objectives	Session 4: Targeting and the Marketing Process
	• How to target an attractive segment
Session 1: Introductory Session: • What is marketing? • The importance of profitable products and services • The importance of revenue, profits and market share to a business and how marketing drives these	**Session 5: The Ps, or the Marketing Mix** • Understanding the different Ps • Using the Ps to build the Go-to-Market strategy • Positioning techniques • Managing a product and the PLC • Branding • Managing channel • Managing Marcoms • 6 typical pricing techniques • How to integrate all the various marketing elements into a powerful 'Go-to-Market' strategy
Session 2 : The Marketing Framework & the Marketing Analysis: • Understanding the framework • The 4Cs. PEST Analysis • Market Research and Customer Insights workshop	**Session 6: Marketing Best Practice Workshop** • How to market technology products • Industry exemplars using B2B and B2C best practice • The specificities of B2B marketing • What can we learn?
Session 3: Segmentation • Why segmentation? How does it work? • Different segmentation techniques • Perceptual mapping technique and how to use it • The notion of 'attractive segments' • Conducting a deep dive to understand needs	**Session 7: Marketing Planning and strategy:** • The value of marketing analysis and planning • Structure of a Marketing Plan • How to prepare and make a Marketing Plan for your product • Setting up the actions and metrics / measurement

Typical learning outcomes:

At the end of this session you will:
1. Have a very good basic appreciation of how marketing works
2. Be familiar with the basic marketing tools, concepts and language. Develop a common language and approach for marketing
3. Understand the critical importance of Market Research and Customer Insights
4. Know how to use the Ps to build a GTM strategy
5. Understand the importance for marketing planning, and know how to construct a basic plan

Target audience:

• Anyone in the Marketing functions who does not have a formal marketing training. This may include those who have worked in marketing for some time who have picked up knowledge along the way, or new hires to marketing
• The programme can be run in English or in French language

For more information about how we can help your Marketing and Product Marketing functions understand Marcoms, how to create, deploy and manage them, contact 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/

Pedagogia®