

IPROD

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**Improvement of Product Development Studies
in Serbia and Bosnia and Herzegovina**



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**Review of the Marketing Plan for the
Establishing of the Role of Continuous
Learning in the Field of Management and
Product Development**

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Aims of the Marketing Plan

The main aim of the marketing plan is the establishing of the continuous learning in the field of Management and Product Development. This includes the presentation of activities and benefits to possible target audience, the connection with adequate business profiles and gaining recognition in the educational field.

Specific aims of this marketing plan are:

- Identify links between universities and target groups
- Identify means and activities to utilize links between SMEs and universities
- Increase the visibility of educational courses in the target market
- Create relationship with SMEs in order to use innovations
- Raise awareness of investing in innovations and education

Contents of the Marketing Plan

The situation analysis is done very extensive and constructive. The defined target groups are students, unemployed persons and industries (especially SMEs). The identified stakeholders are:

- Industrial product development experts
- National Employment Service (NES)
- SMEs
- National Agency for Regional Development (NARD)
- Regional Development Agencies (RDAs)
- Serbian Chamber of Commerce, international, regional and local chambers of commerce
- Business Clusters
- Universities, faculties and colleges of applied sciences
- Legal attorneys specializing in protection of intellectual property/patents

Because of this all necessary stakeholders for the marketing plan are identified. The positioning is also very well worked out and good communication aims are defined. Also the communication channels are constructive determined:

- Advertising
- Sales promotion
- Events and experiences
- Public relations and publicity
- Direct marketing
- Personal selling

The strategy and activity plan is appropriated and there also good monitoring and evaluation activities defined.