



modul : Razvoj in trženje izdelkov

usposabljanje: **Development and Marketing of products**

Izvajalec : **Evangelos Panagos, Grčija**

Izobraževalni cilji (Educational aims)

This training moodle:

- will help the trainee to comprehend the the philosophy and methods of the marketing and specially the Marketing service, also the stage for the development of products (design, production, evaluation).
- aims to transfer to the trainees the particular characteristics of advertising and publicity of products as well as the methodology for the planning and implementation of marketing strategy.

Opredelitev znanj in kompetenc, ki jih bodo slušatelji pridobili

Splošna znanja in kompetence (General skills and competences)

A successful manager is one whom others want to follow and will demonstrate the following competencies:

- Communication skills
- Administrative skills
- Analytic thinking
- Openminded thinking

Modulsko specifične znanja in kompetence (To module specific skills and competences)

- Market analysis
- Product planning
- Market planning
- Sales strategies

Vsebina modula in rezultati (Content of module and results)

Vsebina modula (po tematskih sklopih)	Predvidene vsebine
Development of Product	<ul style="list-style-type: none"> - Planning (Analysis of competition.-Market - Research of market - analysis of product-development of new products) - Concept Development (Develop industrial design –Testing of new experimental products) - System Level Design (Refine industrial design) - Testing and Production (testing of the final product-evaluation-operation of an entire production system)
Marketing of Product	<ul style="list-style-type: none"> - Develop of Marketing Plan (finding the target –customers) - Marketing Methods (on-line, telemarketing e.c.) - Sales Strategies - Evaluation (Reaction of the customer /customer service

Usposabljanje bo predvidoma izvedeno na GZS v Ljubljani. Usposabljanje bo enodnevno. Izvedeno bo v angleškem jeziku brez prevajalca, zato se od udeležence pričakuje solidno znanje angleščine. Prvenstveno je usposabljanje namenjeno vodstvenim in vodilnim delavcem.

Personal information

Name: PANAGOS G. EVANGELOS

Nationality: Greek

Date of birth: 19/07/1977

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| • Occupation or position held | Consultant and Member of economic department |
| • Main activities and responsibilities | Writing business plans, market researches, trainer |
| • Dates (from – to) | 01/2009 –till now |
| • Name and address of employer | Organotiki S.A. |
| • Type of business or sector | Consulting Company/ Training Program provider |
| • Occupation or position held | Branch Director/Trainer |
| • Main activities and responsibilities | Providing consulting services/training programs for enterprises and organizations. |

Education and training

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| • Dates (from – to) | 1996 - 2001 |
| • Name and type of organisation providing education and training | Aristotle University of Thessaloniki |
| • Principal subjects/occupational skills covered | Economics - Finance |
| • Title of qualification awarded | Degree of Economic Sciences |
| • Level in national classification (if appropriate) | |
| • Dates (from – to) | 2006 – 2008 |
| • Name and type of organisation providing education and training | University of Macedonia |
| • Principal subjects/occupational skills covered | Business Administration |
| • Title of qualification awarded | Master in Business Administration |