



Entrepreneurial Marketing Workshop

Workshop Title	Entrepreneurial Marketing
Dates	March 27 & 28, 2015
Venue	AMAN-CED, IBA Karachi
Duration	Fri, March 27, 2015, 03:00 PM to 05:00 PM Sat, March 28, 2015, 09:00 AM to 05:00 PM
Course Objectives	<p>This workshop would help participants to understand the difference between Entrepreneurial Marketing (EM) and traditional marketing. The main emphasis would be on the application of Entrepreneurial Marketing in SMEs and start-ups in Pakistan. Specifically this workshop provides participants a framework in which EM helps identify opportunities and convert them into sustainable competitive advantage for value creation. The workshop underpins approaches to creating a customer focused venture by stressing means to develop:</p> <ul style="list-style-type: none"> • Customer Oriented Innovation • Market Research • Customer Relevant Product Development • CRM
Course Contents	<p>Entrepreneurial Thought-Conception leading to Action Entrepreneurial Marketing Vs Traditional Marketing Opportunity Scanning Entrepreneurial Research: Creating market understanding-Opportunities Analysis & Evaluation leading to clarity of market needs Customer Oriented Innovation Management Envisioning customers of tomorrow Tadabeer-e-Taaluqat-e-Saarifeen Tadabeer-e-Rawabat-e-Saarifeen</p>
Learning Outcomes	<p>At the end of the workshop participants should be able to:</p> <ul style="list-style-type: none"> -Discover opportunities surrounding them and identify the resources to leverage those opportunities -Appreciate values that customer seek in products -Carry out customer focused entrepreneurial research -Understand the customer oriented innovation process -Create Sustainable Competitive Advantage for their business - Tadabeer-e-Rawabat-e-Saarifeen - Tadabeer-e-Taaluqat-e-Saarifeen as a valuable asset
Target Audience	<ul style="list-style-type: none"> -Entrepreneurs -Owners of small businesses -Managers of SMEs -Researchers and employees interested in applications of marketing in intrapreneurial initiatives -Organizations and NGOs which are looking to promote entrepreneurial initiatives
Instructor	Jami Moiz
Course Fees	9,500

Registration Link

<http://tinyurl.com/EM-Workshop>