

UBM Electronics | Business Practicum

University-level marketing and marketing communications training. Custom-designed to your specific needs.

About Business Practicum

Business Practicum provides customized marketing and marketing communications learning to technical and executive management and marketing-trained professionals in technology driven industries. Courses are taught by marketing professors with hands-on experience, and are:

- Customized to meet your specific challenges and needs
- Provides a “real world outcome” that can be immediately implemented
- Full-time and adjunct university faculty from top business schools
- Dynamic LearningSM instructional techniques and a highly interactive participatory environment
- Conducted in half-day, full-day and multi-day segments
- Classes held at your site, saving travel and training costs

Why Business Practicum?

- Brings customized university marketing training to your corporate campus
- Taught by full-time and adjunct university faculty
- Targets technically trained, marketing trained and executive management
- Updates skills or focused on specific projects and rollouts

Who in Your Organization Benefits—and How

Marketing Communications

- Maximize the impact of your next product rollout
- Build total marketing team esprit de corps
- Make your job easier - upgrade the sophistication of your marketing team

Marketing

- Maximize the next product rollout
- Orientation for new members coming in from other departments
- Update the team’s skill set
- Contribute more to meeting corporate objectives

Engineering Department

- Help get credit you deserve internally and externally
- Get every product the market attention it deserves
- Provide creative ways to get out the technical message

Human Resources & Corporate Training

- Cross-functional training – marketing, engineering, marketing communications
- Cost-effectively upgrade your companies marketing skill set
- University-level courses
- On campus instruction saves time and costs



The Business Practicum Faculty:
Gail Kirby, Chuck Byers and Buford Barr

About UBM Electronics

UBM Electronics, a UBM company, is the global leader in media and marketing services for the electronics industry. Each month more than 2.2 million global electronics industry professionals engage with our online, event and print brands and communities. We serve marketers with targeted, deep and measurable engagement with our audience, and we offer innovative, next-gen marketing services built around industry-leading editorial content.

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The Business Practicum Curriculum

Marketing for Technical Professionals

Marketing Principles

BP Marketing 101 *Marketing Principles for Engineers*

Enhances understanding of marketing concepts and discusses how they affect strategy development and implementation.

BP Marketing 102 *Integrated Communications for Business-Business Markets*

The basic principles and tactics for developing an integrated marketing communications program.

Marketing Tools & Tactics

BP Marketing 110 *Public Relations Principles for Technology Professionals*

Defines the role of the trade and business press, explores principals of news development, media relations and other public relations tactics. (BP Marketing 102 is a recommended pre-requisite.)

BP Marketing 120 *Advertising Principles for Technical Professionals*

Defines the role of various forms of advertising – print, new media, and direct – as part of a technical products promotion mix. (BP Marketing 102 is a recommended pre-requisite.)

Marketing for Marketing Professionals

Marketing Principles

BP Marketing 201 *Principles of Marketing*

Covers the "Four Ps" as they apply to a company's specific market, competition and products.

BP Marketing 210 *Integrated Marketing Communications Principles*

Strategies, models and tools for developing, executing and measuring integrated marketing communications.

Marketing Tools & Tactics

BP Marketing 301 *The Role of Advertising in the Promotional Mix*

How direct, print, electronic, business, trade and consumer media meet marketing objectives. Covers the creative content development process and defines effectiveness and return on investment tools.

BP Marketing 310 *New Media in the Promotional Mix*

Audits and defines the latest new media tools and provides an overview of roles and best practices.

BP Marketing 320 *The Role of Public Relations in the Promotion Mix*

Defines traditional public relations tools and examines the role of new self-publishing initiatives. Reviews editorial relations best practices and outlines tools and methodologies for measuring public relations effectiveness and return on investment.

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Marketing Principles

BP Marketing 401 *Product Positioning*

Principles and strategies to drive corporate and product positioning to create competitive advantage.

BP Marketing 410 *Brand Management Basics*

Drives the functional definition of brand, principles of developing the brand, and the role of brand as a marketing differentiator.

Executive Management Track

BP Management 501

Managing Brand as a Corporate Asset

Provides accounting, marketing and business principles that help teams drive the company's brand as a quantitatively defined corporate asset.

BP Management 510

Measuring Communications Return On Investment

Focuses primarily on defining quantitative tools that companies can use to create a structured, disciplined approach to measuring results from marketing communications programs and investments.

Technology for the Non-Technical Professional

BP Technology 100

Principles of Electrical Engineering

Geared to the non-engineering professional in a technical company, this course explores the principles of physics and electronics in non-technical, layman's terms.

To learn more about how cost-efficient, university-level marketing training can help you meet your marketing potential, and to work with us to develop a needs analysis, course outline recommendation and budget, please contact your UBM Electronics sales representative or Chuck Byers at charles.byers@b-practicum.com or 408-310-9244.