



## **GENERAL ADMISSION - ADVANCED e-SEMINAR ADVISORY PROGRAMS**

- 1 – **Positioning** – Image creation that resonates with the desired target market (Perceptual Mapping).
- 2 – **Targeting** – Market segmentation (using 4 + 1 market identification tools).
- 3 – **Product Analysis and Assessment** – B2B, B2C, and B2O perspective and the 4 Q Model.
- 4 – **Pricing Options** – 10 strategies based on several perceptual factors.
- 5 – **Promotion** – Communication theory, applied messaging and advertising vehicle selections, and promotion to consumers and corporations.
- 6 – **Distribution Channels** – 8 distribution channels and a multi-channel discussion. The P model to establish the number of needed distribution channels. A snapshot of the retail industry, online commerce, and mega online players.
- 7 – **Metrics** – KPI identification, testing, and installation; learning teams and weekly dashboards are demonstrated.
- 8 – **Financial Analysis** (for the small and medium-size firm) – Financial ratios and KPIs and how they relate. The one-page CEO cash flow alert dashboard.
- 9 – **Funding, Banks, IPOs, ICOs, and SCOs** – The foundation and exotic ways to raise money, Pros and Cons, success and risks.
- 10 – **The H Model** - Understand and predict foreign cultures.
- 11 – **The EFE Technology** - Identify and assess domestic and foreign market segments and your potential ROI.
- 12 – **The 5 Methods to Access Foreign Markets** – Costs, ROIs, opportunities, and risks.