



Institute of Marketing and Retailing

University of St. Gallen

Center of Competence Nanomarketing: Workshop Agenda

Essentials of Nano- and High-tech-Marketing for Scientists and Engineers

Mar. 12, 2002 (09:00 – 18:00) and Mar. 13, 2002 (08:30 – 17:00)
 Location: ETH-Zürich, Seminarraum G1 (G-Floor), ETH BWI-Building
 Zürichbergstrasse 18, 8028 Zürich

March 12: 09.00 – 09:10	Welcome and Introduction	Dr. M. Reinhold
09:10 – 09:40	The comprehensive approach of TOP NANO 21 (Concept, experiences, outlook)	K. Höhener, Management Team TOP NANO 21, TEMAS AG
09:40 – 12:00	B-2-B-Marketing: Long-term Success by Market Orientation (including ½ hour coffee-break)	Dr. M. Müllner, IMH-HSG
12:00 – 13:30	Lunch	
13:30 – 16:30	B-2-B-Marketing: Long-term Success by Market Orientation (cont.) (including ½ hour coffee-break)	Dr. M. Müllner
16:30 – 18:00	High-Tech Marketing Concept I: General concept, Corporate Strategy, Marketing Planning, Internal-/External Analysis, Case Study	Dr. M. Reinhold
March 13: 08:30 – 09:00	Support of CTI-Startup for entrepreneurs	Dr. U. Althaus, CTI Startup
09:00 – 12:00	High-Tech Marketing Concept II: Marketing Strategy, Portfolio Analysis, Marketing Goals, Case Study, (including ½ hour coffee-break)	Dr. M. Reinhold
12:00 – 13:30	Lunch	
13:30 – 14:30	Guest Speaker: Innovation Check-up for Companies	B. Birkenmeier, BWI ETHZ
14:30 – 16:30	High-Tech Marketing Concept III: Customer and Performance Systems – Marketing Mix (including ½ hour coffee-break)	Dr. M. Reinhold
16:30 – 17:00	Technology Transfer	Dr. Claudia Fesch, ETH-Transfer

This schedule is tentative and may be changed during the course.