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STRATEGIC AND MARKETING MANAGEMENT IN TELECOMMUNICATIONS

In the global telecommunications industry, the only constant is change. Market relations cause considerable transformations in management structure and mechanism. The development of the informative and telecommunication infrastructure is a must.

The stormy development of telecommunications, strong competition, the necessity of legislative basis are the signs of economic reforms. They stipulate the need to improve management methods.

Being equipped with global experience, we should use marketing principles of managing telecommunications companies.

Today's telecommunications executives need to understand the environment in which the industry operates in order to make key decisions that influence the directions of their organizations. Knowledge of marketing in telecommunications will help them achieve more benefits in today's highly competitive global marketplace.

Marketing in telecommunications must link and optimize different interests of industries, users and society as a whole. Executives must understand that users want to get complete satisfaction of services for a low price. People's social lives are impossible without telecommunications.

The purposes of strategic and marketing management in telecommunications are:

- building of strategic planning tools for forecasting telecommunications markets and designing optimal positions, pricing and distribution strategies;
- development of essential marketing skills targeted at the telecommunications industry, enabling executives to understand and respond to customer's needs more effectively;

- improvement of executives' ability to identify opportunities, position business units and access the competition.

One of the key challenges for telecommunications executives is to extract value out of changing markets. In order for executives to forecast market developments correctly and to determine their organisation's optimal positioning and pricing strategy, they need a targeted, high level strategy and marketing training.