Part 13

C·O·S·T ENGINEERING™
„Design and Marketing of Rockets"

Lecture Series given by Dr.-Ing. Robert Alexander Goehlich

Part 13: Special 2: Improve Marketing of Space Transportation Systems -

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General
Goal of Today's Lecture

„You will learn about how to improve marketing of space transportation systems by various class exercises."

What is Marketing?

„Marketing is the wide range of activities involved in making sure that you're continuing to meet the needs of your customers and getting value in return. These activities include market research to find out, for example, what groups of potential customers exist, what their needs are, which of those needs you can meet, how you should meet them, etc. Marketing also includes analyzing the competition, positioning your new product or service, pricing your products and services, and promoting them through continued advertising, promotions, public relations and sales." (Authenticity Consulting)

Customer Behavior

„Give An Angry Customer Even More Than They Asked For" (A. Jaffe):
• Satisfying the customer is leadership`s top priority.
• View customer concerns and complaints as opportunities for improvement, not as problems.
• Make sure it is easy for customers to complain and just as easy for employees to solve problems.
• Use customer feedback for planning and communication with employees.
• Well managed customer recovery improves the bottom line.
• Promote and pay people who satisfy customers.
• Give employees authority and responsibility to resolve complaints. (Authenticity Consulting)

Example: ?

Advertising

Definition:
„Advertising is bringing a product or service to the attention of potential and current customers. Advertising is typically done with signs, brochures, commercials, direct mailings or e-mail messages, personal contact, etc." (Authenticity Consulting)

Setting Advertising Goals (Women's Economic Development Agency):
• What target market do you want to reach?
• What image do you want to portray?
• What product or service do you want to emphasize?
• What sales volume do you expect?
• How much money can you spend?
• When is the right time to advertise?
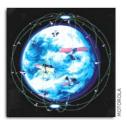Example: ?
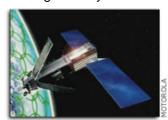
Pricing of Satellite Launching Services

The price of a satellite has a definite impact upon the demand for launch vehicles. Satellites can be considered a complement to launch vehicles thus the cross price elasticity of satellites on launch vehicles is negative: As the price of satellites decreases, the quantity of launch vehicles demanded increases (-/+). (Futron)

Example:
Iridium production line enabled low cost production of many satellites which in turn increased launches significantly.

Space Market Segmentation
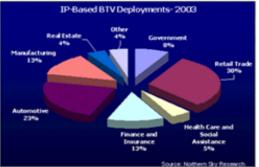
Definition:
Market segmentation is the selection of groups of people who will be most receptive to a product. The most frequent methods of segmenting include demographic variables such as age, sex, race, income, occupation, education, household status, and geographic location; psychographic variables such as life-style, activities, interests, and opinions; product use patterns; and product benefits. (Thorson)

Example:
Next Generation Satellite Business Television (BTV): Identifying Opportunities and Challenges through Introduction of IP. (Northern Sky Research)

Public Relation

Definition
„Public relations includes ongoing activities to ensure the company has a strong public image. Public relations activities include helping the public to understand the company and its products. Often, public relations are conducted through the media, that is, newspapers, television, magazines, etc." (Authenticity Consulting)

Example:
JAXA`s Public Relations Homepage

Working with Others

Learning by doing…

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