

Marketing Analysis and Instruments for the Green Energy Industry

1 – Introduction to Marketing

- 1 Marketing as a Business Guideline
- 2 Structure of the Script
- 3 History of Marketing & Energy
- 4 Market Research
 - 4.1 Specialities in Market Research for Renewable Energy

2 – Renewable Energy: Key Drivers

- 1 Diffusion of Renewable Energy Innovation
- 2 Social Acceptance of Renewable Energy
- 3 Consumer Demand for Renewable Energy

3 – Environmental Analysis

- 1 PEST analysis
- 2 Political and financial incentives
- 3 Regulatory and legal aspects
- 4 Economic and other market factors
- 5 Cultural and social aspects
- 6 Technical potential of the renewable energy source
- 7 International standards

4 – Competitive Analysis

- 1 Introduction – the five forces
- 2 Competitiveness of renewable energy in the power grid
- 3 Competitiveness of renewable energy off-grid
- 4 Collecting competitor information

5 – Segmentation, Targeting, Positioning

- 1 Market segmentation
- 2 Special: Segmentation of Industrial Goods Markets
- 3 SWOT-Analysis
- 4 Target and Strategy Formulation
- 5 Product Positioning

6 – Marketing Strategy Aspects

- 1 Introduction
- 2 What? Market field strategy
- 3 How? Market Stimulation Strategy
- 4 Where? Market Area Strategy
- 5 When? Market Entry Strategy

7 – Products and Services

- 1 Product Policy
- 2 Product Development Strategies
- 3 The Importance of Services
- 4 Product Lifecycles

8 – Pricing

- 1 Price and willingness to pay
- 2 Price sensitivity
- 3 Cost calculation
- 4 Price competition and strategies
- 5 Price differentiation and discounts
- 6 International pricing and commercial terms
- 7 Outlook: Renewable Energy Entrepreneurship

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9 – Distribution and Sales Channels (Place)

- 1** Distribution Policy
- 2** Distribution Channels
- 3** International Distribution Options
 - 3.1** Indirect Export
 - 3.2** Direct Export
 - 3.3** Licensing
 - 3.4** Foreign Direct Investments (FDI)
 - 3.5** Franchising

10 – Promotion and Brand Management

- 1** Basic Promotion Methods
- 2** Communication Management and Advertising
- 3** Building Brand Messages
- 4** Sales Force Management
- 5** Customer Relationship Management
- 6** Examples of the Importance of Brand in the Renewable Energy Sector

11 – Conclusion & Outlook

- 1** Conclusion: Comprehensive marketing mix
- 2** Outlook: Sufficiency & De-Marketing