

~*ICES Workshop 2009 Session 2*

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***“How to sell Education on  
Standardization to Universities,  
Industries, etc.”***

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## ✓ *The Need for Education on Standardization*

- ✓ In recent years, with the advances in economic globalization and the speed of technological innovations, the importance of **“international standardization”** has been acknowledged all over the world.
- ✓ the need to raise its global competitiveness by aligning the results of research and development activities with international standards is a pressing issue.
- ✓ Under these conditions, there is an increasing need for **“standardization experts”** who understand the dynamics of standardization and are able to work on standardization from a strategic standpoint, but the actual number of such experts is low

## ✓What's problems of the Education on Standardization?

- ✓The knowledge concerning 'Standardization' is not **systematized** and not **made a perfect theory**
- ✓**Less educational systems, tools and materials** for the Education on Standardization
- ✓**Less systematized curriculums** for the Education on Standardization
- ✓**Lack of talent** who can educate on Standardization
- ✓**Lack of understanding** the importance of the Education on Standardization **n society**
- ✓**Lack of recognition** of the importance of Standardization by **manager of enterprise**
- ✓**Lack of recognition** of the importance of the Education on Standardization by **professors and teachers**

## ✓ How to sell Education on Standardization ?

### < Creation, Development, and Expansion of the market >

✓ It is necessary that the demand for the market of the Education on Standardization should be created, developed and expanded in order to sell the Education on Standardization.

### ✓ **Rousing of Needs for the market cultivation**

The stake-holders of the industries, universities and government have to recognize importance and necessity about the Education on Standardization.

#### ✓ *Ex*

Enlightenment to managers of enterprise, Professors and persons related to government who takes charge of making of standardization policy

## ✓ *How to sell Education on Standardization ?*

### *< Creation, Development, and Expansion of the Market >*

- ✓ It is necessary to think about ‘**For whom**’ and ‘**who**’ sells the standardization education service .
  - *Who supplies the Education on Standardization ?*
  - *Who is the customer received the Education on Standardization?*
  - *Why does the customer receive the Education on Standardization ?*
  
- ✓ The content of the curriculum depends on the reason why the customers receive the education on standardization.

## ✓ How to sell Education on Standardization ?

### < Product policy and Price policy >

✓ To sell the Education on Standardization to customers,  
It is necessary to develop the educational services and the commodities which are **attractive for the customers** and **rich content in variety**.

- The Education on Standardization fits customer's needs
- The diversity of media and the channel is also important.

Ex. Book, Text, DVD, and e-Learning  
The Internet delivery, the open lecture  
Correspondence course on TV or radio, etc.

✓ It is necessary that the price of the Educational services set considering customers purpose and position.

Ex. Government and Standardization organization  
→Free material and Free access  
For developing Standard Experts →Charge offer

## ✓ How to sell Education on Standardization ?

### < Promotion policy and Channel policy >

- ✓ What kinds of promotion (advertisement and sales promotion, etc.) are effective to sell the Education on Standardization to the customers?
- ✓ “Standardization education” is an **intangible Asset**.
  - It is very difficult for customers to evaluate and confirm the value of the bought asset (The content and the quality cannot be confirmed by the experience beforehand. ).
- ✓ It seems not to be so effective even if "Importance of standardization" and "Necessity of the Standardization Education" are persuaded directly.
- ✓ It seems to be effective to show “**What result do you obtain?**” after customers received the Education on Standardization service.

# ✓ How to sell Education on Standardization ?

## < Interactive Marketing >

- ✓ It is very important for the stake-holders of the standardization education to discuss and talk about the necessity of the standardization education.
  - Enlightenment to business administrators and professors.
  - Creation of new needs.
  - Construction of brand image to standardization education.
    - Discuss and share the idea of the advantage of the standardization education brings
- ✓ It is a strong strategy for the marketing of “the Education on Standardization” to continue the discussion about it among Industries, Universities, Government and International standardization organization.

➤ *Thank you very much for  
your kind attention!*

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