

Universitatea Tehnica „Gheorghe Asachi” din Iasi

Departamentul Inginerie si Management

Proiect:

“E-solutii de inovare prin implicarea pro-activa a clientilor in crearea de valoare pentru cresterea competitivitatii organizationale”

E-PICUS

Raport Stiintific si Tehnic

Faza III

Integrarea in medii on-line multiple a modelului experimental E-PICUS

Finantare: Buget de Stat – Ministerul Educatiei Nationale

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Cuprins

REZUMATUL ETAPEI III

DESCRIEREA STIINTIFICA SI TEHNICA A ETAPEI III

ACTIVITATEA 3.1.

Realizarea de variante experimentale pentru medii on-line a modelului E-PICUS (II)

ACTIVITATEA 3.2.

Dezvoltarea strategiei de exploatare si marketing a modelului E-PICUS

PUBLICATII – VALORIFICAREA REZULATELOR ETAPEI III

I. REZUMATUL ETAPEI III

Scopul major al etapei III *Integrarea in medii on-line multiple a modelului experimental E-PICUS* l-a constituit creșterea gradului de notorietate al platformei / modelului experimental E-PICUS în vederea atragerii de utilizatori calificați (în concordanță cu criteriile specifice grupului țintă).

Obiective specifice:

- Implementarea modelului experimental E-PICUS în diverse medii online
- Crearea mesajului de promovare pentru fiecare dintre cele trei grupuri țintă / categorii cheie de stakeholderi identificați in etapele anterioare (clienți – distribuitori, clienți – utilizatori, studenți)
- Selectarea canalelor de comunicare potrivite pentru fiecare dintre cele trei grupuri țintă

Mesajul central al campaniei de promovare:

Suține performanța industriei românești! Implică-te în dezvoltarea de produse de ultimă generație!

PUBLICATII – VALORIFICAREA REZULTELEI ETAPEI III

ARTICOLE

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