

EMEN 5090 Entrepreneurial High Technology Marketing

Fall 2008 Course Syllabus

Full Course Title: Entrepreneurial High Technology Marketing

Catalog Description: A basic knowledge of marketing is an important and value-added complement for any engineer's skill set but for the engineer interested in entrepreneurial and small business endeavors marketing know-how is essential. In this course the student will learn the basic tenets of marketing with an emphasis on developing a technology innovation into a commercially successful product. The course will highlight in-depth discussions of real-world case studies and provide the student with marketing strategies for the high-tech environment.

Topical Outline of the Course:

Basic Marketing Concepts Overview (7.5 hours)

- The Role of a Marketing Effort (3 hours)
- Components and Function of a Marketing Plan (1.5 hours)
- Effective 'Up-stream' Marketing (1.5 hours)
- Effective 'Down-stream' Marketing (1.5 hours)

Construction of a Marketing Plan (7.5 hours)

- Review of two successful marketing plans (3 hours)
- Customer-focused market planning (1.5 hours)
- Developing a Marketing plan – work week! (3 hours)

Exploration of Modern Marketing Methods (4.5 hours)

- Web 2.0 Marketing (3 hours)
- What 'Blink' teaches us (1.5 hours)

Understanding Disruptive Technologies (3 hours)

- Clay Christensen taught us (1.5 hours)
- Disruptive technology case studies (1.5)

Strategic Marketing Alliances (3 hours)

- The burden of marketing it yourself (1.5 hours)
- B-to-B and B-to-C: Identifying your actual customer (1.5 hours)

Marketing Street Wisdom (4.5 hours)

- Creating a healthy marketing/development relationship in entrepreneurial environments (1.5 hours)
- Remaining objective in market analysis (the entrepreneur's Achilles heel!) (1.5 hours)
- Asking the right question – determining the root cause of a problem (1.5 hours)

Marketing Case Studies (Successes and Failures) (12 hours)

- Case Study 1 – Success (3 hours)
- Case Study 2 – Success (3 hours)
- Case Study 3 - Failure (3 hours)
- Case Study 4 – Failure (3 hours)

Review (3 hours)

Required Readings:

- Required:*
1. All students are required to purchase the textbook by Mohr, Jakki, Sanjit Sengupta, Stanley Slater (2005), *Marketing High-Technology Products and Innovations*, 2nd Edition, Upper Saddle River, NJ: Prentice-Hall.
 2. Additional readings are provided as downloadable pdf files in the eCollege system.

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Kinds of Work Required:

Project # 1: Marketing Case Study	25%
Final Report: Create a Marketing Plan	45%
Technology Skills Development	15%
Class Participation	<u>15%</u>
Total Grade	100%

Weekly Discussions of Readings and Lectures (15% of course grade)

Each week each student will be expected to initiate and react to discussions of that week's readings and lecture.

Technology Skills Development (15% of course grade)

Pick a technology application that you are currently unfamiliar with and would like to learn (create a blog, create a collaborative workspace or wiki, buy a domain name and build a Website, run a Google Ad Words account, evaluate site traffic, etc.) Figure out how to implement that new technology, and provide me with a Web link to the page you've developed. Provide a 2-4 page summary write-up about what you learned regarding marketing technology from this exercise?

Class Projects (70% of course grade)

- Each student will be responsible for a case study and a final marketing plan report.

Case Study Write-up: Organization Market Case Study Due Date: October 13, 2008

- Work individually or in teams of 2-3 individuals to conduct a marketing case-study analysis of an innovation company that your team selects and has approved by the instructor. The write-up should provide in-depth analysis of the case, provide insights that you gained in studying the case and finally reports what single marketing change the organization could have done differently to improve the marketing case.

Final Report: Innovation to Commercial Launch: A Marketing Plan

Write a report:

- Work individually or in teams of 2-3 individuals to develop a marketing plan that addresses marketing a technology innovation from idea to commercial launch. The plan should include methods used to determine the market potential for the product, how distribution channels were chosen and should describe the marketing approach used to reach the customer with the product's value proposition. Be very specific regarding the actions, resources and timelines required in order to deliver the product to the market on a scheduled due date.