MKTG 460.01: High Technology Marketing

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Instructor: Professor Jakki Mohr

Office Hours:
Monday 11-12:30; Wednesday 2:10-3:30 or by appointment.

Class Meeting Time: Tuesday & Thursday 2:10-3:30

Meeting Place: GBB 119

Required Reading:

Required Reading Packet and Notes: Available at the UC.

Course Description:
Marketing of high-technology products occurs in turbulent environments, and requires rapid decision making with incomplete information. Innovations are introduced at frequent intervals, research-and-development spending is vital, and there are high mortality rates for both products and businesses.

This class will explore concepts and practices related to marketing in this unique, fast-paced environment, including the following:

- the defining characteristics of high-technology industries
- different types and patterns of innovation, and their marketing implications
- the need for (and difficulties in) adopting a customer-
orientation

- tools used to gather marketing research/intelligence in technology-driven industries
- use of strategic alliances and partnerships in marketing technology
- adaptations to the "4 p's" of marketing in a high-tech context
- regulatory and ethical considerations in technological arenas.

Rather than focusing on a specific high-technology industry, the class is designed to explore a range and diversity of industries and contexts, including the Internet.

**Course Goals:** Students will develop knowledge of the complexities in developing high-tech marketing strategies, as well as tools and concepts that can be used to manage those complexities. Students will leave the course with skills needed to develop and implement effective high-tech marketing strategies.

**Class Project:** Students will work with a local technology company on a marketing problem. Additional detail in class packet.

**Grading:**

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