

## **MT5012: Marketing of High-Technology products and Innovations**

### **Description:**

Thriving in the high-tech marketplace requires mastery of a diverse set of skills and capabilities. This course has been developed to equip students with the knowledge and skills to assume marketing responsibilities in High Technologies organizations. With the practical knowledge and skills on the marketing of High technology products and innovations, students can then craft out value added strategies to support their organization's marketing activities.

The course adopts an intensive team based hands on approach incorporating cases studies, group discussions, role plays as well as the preparation of a Hi Tech product Marketing Plan and presentation on the last day. In order to take the course students will need some knowledge of business or marketing gained in previous study or through work experience.

### **Syllabus:**

From adroitly reading market trends; investing wisely in future technologies; leveraging the skills and capabilities of technical and marketing personnel in a dynamic, interactive fashion; understanding the customers intimately; offering a compelling value proposition; developing astute marketing campaigns; pricing with an eye to customer value; and harmonizing distribution channels and supply chains, students as future high-tech marketing managers will learn how to be versatile yet focused, flexible yet determined, tenacious yet open-minded.

### **Weekly topics:**

- Introduction to High Tech Marketing
- Strategy and Corporate Culture in High Tech firms
- Relationship Marketing, Partnerships and Alliances and Marketing Orientation and R&D – Marketing interactions in High-Technology firms
- Market Research in High Tech markets and Understanding High Tech customers
- Product Development in High Tech markets.
- Pricing Consideration in High Tech markets
- Distribution Channels and Supply Chain management
- Advertising and Promotion in High-Tech markets: Tools to build and maintain customer relationships
- E Business, E-Commerce and the Internet and realizing the promise of technology: Societal, Ethical, and Regulatory considerations

**References:**

Main text: Marketing of High-Technology Products and Innovations (3rd edition) by  
Jakki Mohr, Sanjit Sengupta and Stanley Slater

A set of selected readings and cases will also be supplied by the professor.