

MGT-401

**Strategic marketing & technology commercialization**

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Cursus	Sem.	Type
Digital Humanities	MA1, MA3	Opt.
Management, Technology and Entrepreneurship minor	H	Opt.
Managmt, tech et entr.	MA1, MA3	Opt.
UNIL - HEC	H	Opt.

Language of teaching	English
Credits	4
Withdrawal	Unauthorized
Session	Winter
Semester	Fall
Exam	During the semester
Workload	120h
Weeks	14
<b>Hours</b>	<b>3 weekly</b>
Courses	3 weekly
<b>Number of positions</b>	<b>60</b>

**It is not allowed to withdraw from this subject after the registration deadline.**

**Summary**

This course teaches students the power of building and implementing marketing strategies in order to help businesses to commercialize successfully their technological innovations. It offers a large overview of modern marketing and is not suited for students with advanced market knowledge.

**Content**

1. Welcome to the wonderful world of marketing!
2. Understanding your market
3. But who is my customer?
4. Making the right strategic choices
5. It is all about the brand
6. New products, new services
7. Communication: tell them!
8. But is it worth its price?
9. Bring it to the people
10. Even the best marketing plan needs to be implemented
11. Showtime: Group case presentations
12. Meeting the real world: guest speaker presentation
13. Looking back and looking forward
14. Wrap up and rehearsal

**Keywords**

Marketing, marketing strategy, strategic innovation, technology commercialization, new product development, distribution, sales management

**Learning Prerequisites****Required courses**

Even though this course offers a large overview of modern marketing practises, a basic understanding of marketing is required.

**Important concepts to start the course**

Library and online research techniques, ability to work in a group environment.

**Learning Outcomes**

By the end of the course, the student must be able to:

- Identify factors that influence successful new product and service introductions
- Perform market research to assess opportunities
- Apply tools and techniques of conducting marketing research
- Develop a strong strategic and operational marketing planing
- Present and defend ideas in front of a group of peers

### **Transversal skills**

- Set objectives and design an action plan to reach those objectives.
- Plan and carry out activities in a way which makes optimal use of available time and other resources.
- Use a work methodology appropriate to the task.
- Communicate effectively, being understood, including across different languages and cultures.
- Evaluate one's own performance in the team, receive and respond appropriately to feedback.
- Demonstrate a capacity for creativity.
- Make an oral presentation.
- Collect data.
- Demonstrate the capacity for critical thinking

### **Teaching methods**

Lectures, mini-case studies, group case projects

### **Expected student activities**

Class attendance, preparation prior to class, reading written material, preparing a case, conducting library research, working with a group, class presentations

### **Assessment methods**

- 50% Written exam
- 40% group case study
- 10% mini-cases

### **Resources**

#### **Ressources en bibliothèque**

- [Marketing management / Kotler](#)