

MGT-402

**B2B - high-tech marketing**

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

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

**Remark**

pas donné en 2017/18

**Summary**

Business as usual methods can apply to mature markets, even if less and less. But a kind of Marketing integrating innovation and entrepreneurial values is more and more useful and necessary to act in a context of turbulence or disruption. This is a highly impacting trend for B2B marketing.

**Content**

The course is combining advanced academic concepts and very practical advice for future managers. Topics include:

- Dynamics of markets.
- Disruptive and incremental innovations.
- Exploration vs Exploitation
- Specificities of B2B markets.
- New ways for building a Value Proposition
- Traps to avoid.
- + Projects.

**Keywords**

High-Tech - B2B - Marketing - Sales - Innovation - Strategy

**Learning Outcomes**

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

- Formulate a regular marketing plan or a marketing plan based on no pre-defined market
- Assess / Evaluate an RPP evaluation
- Develop the value equation of an offering

**Transversal skills**

- Set objectives and design an action plan to reach those objectives.
- Communicate effectively with professionals from other disciplines.
- Assess one's own level of skill acquisition, and plan their on-going learning goals.

## Teaching methods

Interactive pedagogy based on Q&A periods around cases and concepts . Advanced readings of course materials and / or of a weekly case study. Learning through theory and real-life-examples, class discussion around case studies with identification of key points.

A marketing project to be submitted at the end of the course. And several student presentations about iconic High-Tech entrepreneurs.

## Expected student activities

Presentations in class and homework.

## Assessment methods

- 50% continuous assessment combining: 20% Individual contribution in class / 50% Case analysis (hard copy + oral presentation - at the beginning of each course) / 30% Marketing project (groupwork)
- 50% final written exam

## Resources

### Bibliography

Christensen Clayton (1997) *The Innovator's Dilemma*, Harvard Business School Press: Boston.

Clymer and Asaba, S. (2008). A new approach for understanding dominant design: The Case of ink-jet printer. In *Journal of Engineering Technology Management*, 25: 137-156.

Nelson, R. and Winter, S. (1982) *An evolutionary theory of economic change*. Harvard University Press: Cambridge, MA.

Taleb, N. (2012) *Anti Fragile*. Allen Lane: U.K.

### Ressources en bibliothèque

- [The Innovator's Dilemma / Christensen](#)
- [A new approach for understanding dominant design / Clymer and Asaba](#)
- [Antifragile : Things That Gain from Disorder / Taleb](#)
- [An evolutionary theory of economic change / Nelson](#)

### Notes/Handbook

Handbook : Most slides available on the platform.  
Additional slides for teaching presentation.

## Prerequisite for

Can be useful for a MTE diploma work