MGT-401

Strategic marketing & technology commercialization

Eckardt Thilo Hans Martin

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

Language of teaching	English
Credits	4
Withdrawal	Unauthorized
Session	Winter
Semester	Fall
Exam	During the semester
Workload	120h
Weeks	14
Hours	**3 weekly**
Lecture	3 weekly
Number of positions	**60**

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 advances marketing 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 high interest and a basic understanding of marketing is very helpfull.

Important concepts to start the course

Library and online research techniques, ability to work in a group environment - we have a large real life group case.

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 and data 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 and managers
- Remember the necessary strategic components create relevant customer value
- Compare market opportunities and make strategic choices
- Choose relevant elements for their individual marketing mix set-up

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

A mix of lectures, individual readings, discussions based on pre-work, inputs from a guest-speaker, mini-case studies and as well as a complex larger group-case project.

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

100% Group case study

Supervision

Office hours	No
Assistants	Yes
Forum	Yes
Others	Meetings only on request. Qustions that could interest all students shall be asked and will be answered during the course.

Resources

Ressources en bibliothèque

- Marketing management / Kotler