

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.

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

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 marketing knowledge.

Content**Ch. 1: Welcome to the wonderful world of Marketing!**

- Welcome and course overview
- Introduction to Marketing: definitions and core concepts
- Marketing in our digital reality

Ch. 2: Understanding your market

- Marketing environment and market drivers
- Elements of a market analysis in B2B and B2C
- Market research: collecting data

Ch. 3: Making the right strategic choices

- Strategic concepts and options
- Ethics in Marketing
- Types of customers and their behaviour
- Creating superior long term customer value
- Segmentation, targeting and positioning

Ch. 4: Operational Marketing: Making it happen

- The power of branding
- Successful new products and services
- Integrated communication challenges
- Strategic pricing and customer value
- Omnichannel distribution management

- Creating a convincing marketing plan

Keywords

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

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 - students will work during several months on a real life group case.

A group inscription within the first 2 weeks of the course is mandatory for the course participation and the case presentations. The expected group size is 6 students/group.

Learning Outcomes

- 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
- Take into consideration that 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.
- Demonstrate a capacity for creativity.
- Make an oral presentation.
- Collect data.
- Demonstrate the capacity for critical thinking

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

40% Group case study

- Each group has to prepare a word document and a presentation slide-desk (PowerPoint, Prezi etc.) that has to be submitted prior to the group presentation session (deadlines will be communicated during the course). The grading will be based on the evidence of careful preparation of the cases, ability to choose and summarize key concepts and apply for conclusions, and finally the clarity and insightfulness of the recommendations.

60% Individual part

- Individual written exam at the end of the semester

Supervision

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

Resources

Ressources en bibliothèque

- [Marketing management / Kotler](#)

Moodle Link

- <https://go.epfl.ch/MGT-401>