**Technology Marketing (Fall, 2015)**

Instructor: Dr. Vincent Kuo Email: tkk@mail.ntust.edu.tw

Office: TR820 Time: Thursday 09:10 – 12:10

Classroom: TR 812

Language Requirement: Lecture, including in-class discussion, will be conducted in English. To assure the learning of this course, your command of English and knowledge of marketing will be assessed in the first class. The purpose of this assessment is multi-fold. It not only helps me to adjust teaching method accordingly but also to evaluate your potential contribution to the class. Furthermore, it gives me a baseline of your capacity in high-tech marketing. Given the consideration of learning effectiveness, we only take limited amount of students. 本課程為英文授課，講解及課堂討論皆以英文進行。簡報的投影片也必須都用英文呈現，口頭報告也必須以英文講述。第一堂課時，將會進行英文能力及行銷知識的評估，評估是用來協助課程設計以及衡量你對課程的潛在貢獻，基於對學習效果的考量以及教室容量，本課程將限額選修。

Textbook: **Marketing of High Technology Products and Innovations**. Mohr, et al., Pearson Education. 3rd edition（中文版： 科技行銷，華泰文化）

Course approach:

This course purposefully adopts participant-centered learning method. The students are expected to read the textbook and familiarize with course materials before class, participate actively and interactively in class, and prepare assignments with your study group after class. The instructor will not focus on lecturing, but initiating and facilitating learning through discussion.

This semester, we will use **Coursera** as supporting material. This is a magnificent tool that we can learn from the best. The course (Introduction to Marketing) on Coursera is provided by Wharton Business School. It starts from October 5th and ends on November 2th for 4 weeks. We will follow this course for your basic understanding of marketing and discuss the application in Hi-tech industry in class

Everyone registered in this course should also sign up the Marketing Course on Coursera (An Introduction to Marketing). It is free of charge to sign up the course without a certificate.

To sum up, this is a course enabling you learn by doing. Applying theories to practical work is essential to our course objective.

Tentative Schedule:

|  |  |  |
| --- | --- | --- |
| **Week** | **Date** | **Topic** |
| 1 | 9/17 | Orientation and Assessment |
| 2 | 9/24 | The world of High-Technology Marketing |
| 3 | 10/1 | Case Study I |
| 4 | 10/8 | Introductions to Marketing |
| 5 | 10/15 | Module One: Branding |
| 6 | 10/22 | Module Two: Customer Centricity |
| 7 | 10/29 | Module Three: Go to Market Strategies |
| 8 | 11/5 | Mid-Term |
| 9 | 11/12 | Strategic Market Planning in High-Tech Firms (Chp2) |
| 10 | 11/19 | Market Orientation and Cross-Functional Interaction (Chp4) |
| 11 | 11/26 | Partnerships, Alliances, and Customer Relationship (Chp5) |
| 12 | 12/3 | Marketing Research in High-Tech Markets (Chp6) |
| 13 | 12/10 | Understanding High-Tech Customers(Chp7) |
| 14 | 12/17 | Marketing Communication Tools for Hi-tech Markets(Chp11) |
| 15 | 12/24 | Strategic Considerations in Marketing Communication(Chp12) |
| 16 | 12/31 | Term Project Presentation and Review |
| 17 | 1/7 | Final Submission |
| 18 | 1/14 | Project Feedback (optional) |

（The schedule is subject to change according to class progress and response.）

Evaluation:

Class discussion & participation: 55%

Mid-term (individual): 15%

Final (group): 30%

Notes:

1. Textbook: The textbook for this course is “Marketing of High-Technology Products and Innovations”. This is a book on advanced topics in technology marketing, consisting of a collection of articles written by renowned scholars. However, you are encouraged but not required to purchase this book, for this edition is highly appreciated by leading marketing academicians and practitioners. It covers a broad range of topics, but also with particular focus on branding, positioning, advertising, and marketing intelligence. Having said so, I need to indicate that *for the purpose of this course, this textbook would in fact play more a role of references*. The textbook will not be discussed in class. The main body of this course will lie in training through case discussions. I point out this textbook mainly for you to have a good reference source during the progress of the coursework.
2. Class participation (55%): As described above, a key element of this course is class discussion. Marketing is a discipline which attempts to train students for strategic thinking. However, this can hardly happen in a vacuum. Students are expected to participate in all class sessions and share your thoughts. Your participation will be a key part of the final grades. The definition of participation is on both (1) your willingness to speak up, and (2) the quality of your speech. You need to read, watch, and study the relevant materials before class so that we will have a common ground for fruitful discussion. Come prepared is the major principle for postgraduate study.

In every class, I will give out a card whenever I find your input to the class is valuable. Fill in the date, name, and student number and return to me after class so that I can make a record according to how many cards you collect. The more you collect, the more points you will be awarded for class participation.

1. Mid-term (15%): There will be a paper test for your mid-term assessment. For the cases, you need to first identify relevant issues to be solved, and then try to solve each issue with a clear rationale. This is an individual report.
2. Final (30%): This term, we will use a real case for term project. Each group will propose a product planning and go to market strategy for a **Big Data service**. The company has made a milestone in internet service and wonder if the big data service is feasible. With the information the company offers, please do product/service design, pricing strategy, identify your target segment, structure your deal, position the product and brand, and make a sound go-to-market strategy.