

MKTG 6073: Technology Marketing

Executive Summary

Course: MKTG 6073: Technology Marketing
Credits: 2 Credits
Prerequisites: MBA 6201: Marketing Management

Description

New technologies can make the difference between economic success and failure, between corporate life and death in today's economy. Technology is pervasive. Differences between high-tech and low-tech industries are increasingly blurred. Waves of technological innovation are transforming what used to be slow, low-tech industries into dynamic, high-tech ones.

All too often, however, new technologies are seen as science and engineering issues. But the challenges and opportunities that surround the marketing and management of new technologies are arguably even more critical than those involved in their conception and development. Discontinuities in technology are forcing incumbent firms to re-examine the fundamental assumptions of their business designs. The same discontinuities are opening tremendous value creation opportunities for entrepreneurs.

Objectives

This course will highlight some of the challenges and opportunities in the marketing and management side of technology. It seeks to train:

- Change agents who can catalyze and lead organizational change and transformation.
- Entrepreneurs who are fluent in technology and markets, and can use technology to create entirely new businesses.

Learning Outcomes

Context: Fluency in the strategic decision problems in technology marketing and management.

Concepts: Insights and tools derived from original research on how to address these decision problems.

Cognition: Deep understanding of technology trends and drivers shaping the economy and our lives.