COURSE DESCRIPTION

High technology companies often take a beating in both the press and the stock market. Yet leading edge, and even bleeding edge, products and services have been catalysts for significant changes in business and society as well as being very profitable for those who understand how to market them. Imagine your life today without the Internet, without your smartphone, you get the picture.

This course explores marketing techniques and the unique circumstances that companies face in marketing high-tech products and services.

COURSE MATERIALS

Reading Materials:
Given the short course, there are no required reading materials. The concepts in the class are taken from a handful of readily available and well known business books and online sources. You can’t fully grasp technology marketing without understanding the principles contained within these materials and it is impossible to cover all of them in a 5 week course. Reading even some of these materials during the 5 weeks will enhance your learning experience as well as contribute to good discussions, your group project and your individual assignment.

The books are:


Innovator’s Dilemma – When New Technologies Cause Great Firms to Fail and Innovator’s Solution by Clayton Christensen
LEARNING GOALS AND OBJECTIVES

1) Enable students to develop strategic and tactical game plans for high-tech marketing that include market strategy, product strategy and go-to-market strategy.
2) Provide insight into keys to success in high technology markets.

After completing Marketing of High-Technology Products and Services, students will understand a market-focused approach to how to identify, develop and take to market high tech products/services that are born from real market problems.

Attendance, Participation Policies:

The only way to get the full impact of this course is to be in class, participate, and take notes. Given that this is only a 5 week course, missing a class will negatively impact your learning as well as your grade. Participation in class as well as in your group are both factors in determining your grade.

Videos to be watched prior to week 1’s class

Clayton Christensen's talk at PARC from March 2012. found at http://www.parc.com/event/1646/innovation.html. Christensen is one of the leading thinkers on the topic of disruptive innovation. This talk encapsulates the key ideas in his 2 seminal books, The Innovator's Dilemma and The Innovator's Solution. If i remember correctly, at the time of this recording, Christensen had recently recovered from a stroke so his speaking is very deliberate and not very dynamic.

Geoffrey Moore's talk at Harvard Innovation Lab from last June. found at http://www.youtube.com/watch?v=C8-qZHys7nU&noredirect=1. Moore is one of my favorite speakers and the author of some seminal works on high tech marketing strategy including Crossing the Chasm and Inside the Tornado, among others. He is very dynamic. If you don't want to watch the entire talk, fast forward to around 17 minutes in and then watch for about 35 minutes. I want you to hear his comments on his Crossing the Chasm concept as it pertains to B2B & B2C cos. This talk is about Moore's last book, Escape Velocity, which speaks to the challenges that large tech cos. face in innovating net new earnings engines.

Moore's analogy of Crossing the Chasm in Consumer Markets using this video of a dancing man at a music festival, http://www.youtube.com/watch?v=izP5n1SBEaI
## Class Schedule (subject to change):  

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Deliverable</th>
<th>Suggested Readings</th>
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</table>
| Week 1 | Introductions and Review Syllabus  
What is High Tech?  
High Tech Marketing Model | Group Project: Kick-off and Project Proposal Worksheet          | Crossing the Chasm Ch 1 & 2  
Inside the Tornado Ch 1 & 2  
Tuned In Chapters 3 & 4 |
|        |                                                                        |                                                                  |                                                                                      |
| Week 2 | Developing a Market Strategy  
*What is a Market*  
*Segmenting the Market*  
*Solving Problems*  
*Competitive Strategy* | Group Project: Market Strategy Worksheet | Crossing the Chasm Ch 3 & 4  
Inside the Tornado Ch 3, 4, 5, 6 & 8  
Tuned In Chapter 5 & 6 |
|        |                                                                        |                                                                  |                                                                                      |
| Week 3 | Developing a Product Strategy  
*Understanding the Whole Product*  
*Developing Products the Market Values*  
*Positioning and Personas*  
*Developing Requirements* | Group Project: Product Strategy Worksheet | Crossing the Chasm Ch 5 & 6  
Inside the Tornado Ch 7 & 9  
Tuned In Chapter 7 & 8 |
|        |                                                                        |                                                                  |                                                                                      |
| Week 4 | Developing a Go-to-Market Strategy  
*Developing a Marketing Plan*  
*Messaging*  
*Positioning*  
*Distribution*  
*Demand Generation*  
Group Project: Group Presentations | Group Project: Go-to-Market Worksheet  
Individual Assignments due | Crossing the Chasm Ch 7  
Tuned In Chapter 9, 10 |

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**Deliverables**

**Group Project:**
Each Group will choose a high tech product or services, real or imagined, (suggestions will be provided if needed) for which you will create a strategic marketing plan. Some in-class time each week will used to work on a section of the project including Market Strategy, Product Strategy and Go-To-Market Strategy. A template is provided and each week’s progress builds on the previous work. In the final class each group will be responsible for presenting the story for their high tech product or service leveraging the templates/exercises completed in each class.

Final presentations are informal discussions with the professor and the class, talking us through your product or service and templates/exercises each team has completed. The final deliverable for the project is the completed set of templates/exercises and your presentation. Grades are based on the completed
templates/exercises and the group presentation (how you tell the story). 50% of your group project grade is based on peer feedback.

**Grading**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Group Project</td>
<td>75%</td>
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<tr>
<td>Peer feedback</td>
<td>37%</td>
</tr>
<tr>
<td>Group effort</td>
<td>38%</td>
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<tr>
<td>Class Participation/Attendance</td>
<td>25%</td>
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Your grade in this class is determined by a weighted average of numerical scores for the above grade components.

**Grading System:**

- **A** = 95-100
- **A-** = 90-94.99
- **B+** = 84-89.99
- **B** = 80-83.99
- **B-** = 77-79.99
- **C** = 70-76.99
- **D** = 65-69.99
- **F** = 64.99 or below

**Course Information:**

All course information will be available on Blackboard. Please check for announcements multiple times during the week.