

## Technology Marketing | ETM 555/655 | fall 2015 | V 1.0

**Instructor:** Shimon Shmueli, shimon@pdx.edu

**Office hours:** Please coordinate ahead of time or catch me before or after our session.

**Updates:** This syllabus may be updated with appropriate notifications.

### Course Description

The course covers marketing from the perspective of high technology products, services and industries. It covers the market analysis process from project idea to product (or service) specification. It is particularly useful for (present and future) development engineers and their managers, as well as for students with a non-technical background (e.g. in marketing and product management), who wish to better understand marketing in high-high technology industries. Graduate student standing is a prerequisite for the course. Students will apply the methods discussed in class in a technology marketing project of their choice. Class discussions and guest lectures will furthermore ensure practical relevance.

### Style

Class sessions will be a mix of interactive lectures, case reviews, student presentations, and invited guests who will share with us insights and experiences. While we will focus mainly on the materials as stated in this syllabus, we will often diverge in discussions on the broader contexts in which marketers and managers lead and make decisions.

Active student engagement is vital to our learning process and is expected from all students regardless of cultural background or any other factors. Your class contribution will be judged primarily by quality, but also by quantity and level of engagement. If you have any related concerns, please discuss them with me early.

### Textbooks and Readings

Mohr, J., Sengupta, S., & Stanley F. Slater. (2009). Marketing of High-technology Products and Innovations (3rd Edition). Prentice Hall.

Additional reading materials will be posted on D2L.

### Student Work/Assignments

#### Marketing Observations

Throughout the term students will write 6 Personal Observations.

Observations must be about a current or past personal experience with a technology product or a service. You will describe the situation from your own perspective (e.g. purchasing process, price considerations, what influenced the decision, etc.) and then expand and generalize beyond your own experience by literature research (see appendix for a non-exhaustive list of publications). I expect you to read 2-3 literature sources and summarize the findings that are applicable to your own experience. You may focus on only one topic (e.g. purchasing decision) and go deep with 2-3 literature sources or highlight 3 topics and support each with one literature source.

Example: the factors that determine how products stand out on the store shelf. This is a topic related to merchandising, packaging, human-factors, channel management, consumer behavior, etc.

Observation paper is expected to be about 2-3 pages long. Make sure you include appropriate article citations/references.

You will present your observation and the related literature summary in class and have a short discussion for a total of 20 minutes. Make sure you submit your presentation via the dedicated D2L dropbox.

### Briefs

During the term students will submit 7 briefs on textbook chapters, excluding chapter 1. In each brief you should write your own takeaways in one or two paragraphs and 2-3 related questions/issues you would like to discuss in class. I may assign up to 3 additional briefs for additional reading materials.

### Marketing Plans

Students will self-organize in teams of 3 members and complete a marketing plan for a technology product or service of their choice using the tools and frameworks discussed in class and textbook.

The marketing plan will be for a new product line with the following constraints:

- Company is one of the 50 Smartest Companies according to Technology Review (see <http://goo.gl/0VedCx>)
- Products are feasible technically and estimated to be viable economically within 5 years
- Products are new to the company<sup>1</sup> and are not currently rumored in the media.

The target audience of the marketing plan is the appropriate executive team in the company. You will need to identify them and their expectations and attempt to seek their approval and funding of the product/service you propose. I will substitute for them.

In our 2nd session we will discuss the various choices each team is considering.

Deliverables are:

- **Preliminary Marketing Plan (presentation)**

Mid-term (week 6) in-class presentation should contain a concise and clear definition of the product/service and demonstrate understanding of the full market environment, customers, users, competitive/forces environment, marketing segmentation, segment selection, and value proposition for selected segments.

- **Marketing Plan (document and presentation)**

At our last session, each team will deliver a 15 minutes presentation to be followed by 10 minutes Q&A/discussion. In addition, each team will provide a marketing plan document. Please provide an appendix with dated journal that describes the process the team went through in putting together the plan.

Teams should be ready to discuss their progress at the beginning of each class session.

In principle all team members receive the same grades; however, at the end of the term students will fill out a peer assessment questionnaire and I may adjust the project grades within +-30% based on peer input.

The textbook provides a marketing plan outline on page 43. This should be sufficient, but you may find the following books useful:

- Marketing Plans: How to Prepare Them, How to Use Them by Malcolm McDonald, Hugh Wilson
- Marketing Plans that Work by Malcolm McDonald, Warren J. Keegan

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<sup>1</sup> Not necessarily new to the market or innovative

## Schedule and Assignments

Assignments are due by 2:00 p.m. on class day.

Note that the schedule is tentative and may change with prior notice. Please rely on the News on D2L.

SESSION	AGENDA	PREPARATION/ASSIGNMENTS
#1	Syllabus walkthrough Marketing plan discussion/teams <b>Discussion Topics:</b> - The Big Picture	<b>Read:</b> Ch. 1
#2	<b>Discussion Topics:</b> - Internal & Industry Factors - Internal & External Environments	<b>Read:</b> - Ch. 2, 3
#3	<b>Discussion Topics:</b> - Market Orientation	<b>Read:</b> Ch. 4
#4	<b>Discussion Topics:</b> - Market Research - Customers/Consumers	<b>Read:</b> Ch. 6, 7
#5	<b>Discussion Topics:</b> - Partnerships - Branding	<b>Read:</b> Ch. 5
#6	Preliminary Market Plan Presentations	<b>Submit:</b> Preliminary marketing plan presentation
#7	<b>Discussion Topics:</b> - Products/services	<b>Read:</b> Ch. 8 <b>Submit:</b> Marketing observation presentation and paper
#8	<b>Discussion Topics:</b> - Pricing	<b>Read:</b> Ch. 10 <b>Submit:</b> Marketing observation presentation and paper
#9	<b>Discussion Topics:</b> - Channels - Communications	<b>Read:</b> Ch. 9, 12 <b>Submit:</b> Marketing observation presentation and paper
#10	Marketing Plans presentations <b>Discussion Topics:</b> - Marketing ethics	<b>Submit:</b> - Marketing plans document and presentation - Marketing observation presentation and paper

## Grading

Throughout the term grades will be based on a 0-100 points scale and at the end will be converted to A-F scale<sup>2</sup>.

<sup>2</sup> A 94-100, A- 90-93, B+ 87-89, B 84-86, B- 80-83, C+ 77-79, C 74-76, C- 70-73, D+ 67-69, D 64-66, D- 60-63, F <60. Standard rounding will be applied at the last step of final grade calculation (>=0.5 rounds to 1, <0.5 rounds to 0).

It is your responsibility to call my attention to discrepancies within 1 week from the time a grade is posted on D2L.

	Deliverable	Weight %	Grading Type
<b>Individual</b> 60 points	Class Engagement:	20	0, 6, 8, 9, 10
	Observations:	25	0...100
	Briefs:	15	0...100
<b>Marketing Plans</b> 40 points	Preliminary Project Presentation:	10	0...100
	Project Document:	20	0...100
	Project Presentation:	10	0...100

## Class Policies

**Gadgets:** Use of laptops or tablets in class is not allowed (why? see <http://goo.gl/KXmhNu>).

Use of phones is allowed only for urgent messages.

**Attendance & Participation:** You are expected to attend and actively participate in all sessions.

**Ethics & Collaboration:** Collaboration among course students and teams is encouraged with work related to team projects. Violation of academic honesty with respect to individual work and deliverables will not be tolerated. Please review [Policies & Codes of Conduct at PSU](#).

**Written Materials:** Use standard fonts (e.g. Arial, Calibri, Times New Roman) of 10 points, single space, 1" margins, and numbered pages. Only MS Word documents will be accepted.

**Presentations:** Only PowerPoint will be accepted. Please make sure to use a minimalist design that is not too distracting. Design with white background and no wood, flowers, or sunrise/sunsets work better.

**Desire2Learn:** Log into [d2l.pdx.edu](http://d2l.pdx.edu) using your ODIN name and password. We will use D2L for submissions via dropboxes, grades posting, and distribution of additional reading materials. Please make sure to:

- Set up notifications via email and/or SMS.
- Upload a picture and add some personal information.

# Have fun!