

Course	International Marketing of High Technology Products and Innovations, 3 ECTS credits
Year and period	M.Sc. 2, 22–26 July 2019
Teacher(s)	Sanjit Sengupta, Professor, San Francisco State University, USA
Person(s) in Charge	Sanna-Katriina Asikainen, Professor, LUT University
Aims	<p>Learning outcomes:</p> <ul style="list-style-type: none"> - Distinguish the special characteristics of high technology marketing environment (like the type of innovation, market and technology uncertainties, network externalities) and assess external high technology environments (e.g. relating to competitive landscape, consumer behavior, markets) in global scale. - Evaluate and justify marketing strategies in high technology environments. - Make marketing decisions in high technology environments. <p>Course aims to provide a deep understanding of the functions of marketing regarding challenges and opportunities in high technology products and markets; assist the participants to understand the virtue and limitations of traditional marketing thinking and tools in emergent high technology markets.</p>
Content	<ul style="list-style-type: none"> - Strategy and corporate culture in high tech firms. - Partnerships and alliances. - Marketing research in high tech markets. - Understanding high tech customers. - Product development and management issues in high tech markets. - Pricing considerations in high tech markets. - Advertising and promotion in high tech markets.
Modes of Study	<ul style="list-style-type: none"> - Lectures and in-class assignments 30 hours - Preparing for lectures 25 hours - Preparing for exam 25 hours <p>Total workload 80 hours.</p>
Evaluation	<p>Final grade 0-5. Evaluation 0-100 points:</p> <ul style="list-style-type: none"> - Exam 50 points

	<ul style="list-style-type: none"> - In-class assignments 30 points - Class participation 20 points
Study Materials	<ul style="list-style-type: none"> - Mohr, Jakki, Sanjit Sengupta, and Stanley Slater (2010) Marketing of High-Technology Products and Innovations. Third Edition. Pearson Prentice Hall. Website: http://marketinghightech.net/. - Assigned reading.
Prerequisites	<p>For summer school students: previous studies in business recommended.</p> <p>For MIMM degree students at LUT: Internationalisation of the Firm and Global Marketing, Strategic Global Marketing Management, Technology and Innovation Management.</p>