

**Technology Marketing: MS3531**

2004/2005

30 credits

Pre-requisites: None

Co-requisites: None

Course Co-ordinator: Dr. Costas Andriopoulos

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S3 EWB

### **Indicative Content**

This course provides an in-depth understanding of marketing tools, concepts and theories which can be used in the effective management of technology products/services. The course will identify and critically evaluate the driving forces which have led to changes in the environment for technology marketing. Emphasis will be also placed on the special requirements for creating and executing marketing plans and programmes in a setting of rapid technological change. This course is particularly suited for those who anticipate working in or founding technology companies.

### **Course Aims**

To provide students with an in-depth understanding of the key concepts of technology marketing and to demonstrate how these concepts can be applied in practice.

### **Course Objectives**

By the end of this course you should be able to:

- appreciate the complex nature of technology marketing
- critique academic theory on technology marketing
- critically evaluate 'real life' marketing plans of technology firms
- advise on marketing strategies in identified technology settings

### **Transferable Skills**

- Group working skills will be developed through the seminar and workshop programme and the group project
- Analytical and appraisal skills will be developed through the seminar and workshop programme, the group project and the examination
- Analytical and appraisal skills will be assessed in the group project and examination
- Presentation skills will be developed through the seminar and workshop programme and the group project

### **Teaching Staff**

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Dr. Manto Gotsi  
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Tel: 01224-272074

## **Texts**

**Required Text** (which students will be expected to buy; also available in QML)

Mohr, J., Sengupta, S. and Slater, S. (2005), Marketing of High-Technology Products and Innovations, Second Edition, International Edition, Pearson Prentice Hall, Upper Saddle River, New Jersey.

## **Further reading (available in QML)**

Coupey, E. (2001), Marketing and the internet, Prentice Hall, Upper Saddle River, NJ.

Davidow, W. H. (1986), Marketing high technology: an insider's view, Macmillan, London.

Dixit, A. K. and Nalebuff, B. (1991), Thinking Strategically: The Competitive Edge in Business, Politics, and Everyday Life, Norton, New York.

Durham, K. (1997), The new high-tech manager: six rules for success in changing times, Artech House, Boston.

Fletcher, K. (1990), Marketing management and information technology, Prentice Hall, New York.

Laudon, C. and Traver, C. G. (2002), E-commerce: business, technology, society, Addison-Wesley, London.

Strauss, J. and Frost, R. (2001), E marketing, Prentice Hall, Upper Saddle River, N. J.

Viardot, E. (1998), Successful marketing strategy for high-tech firms, 2<sup>nd</sup> ed., Artec House, Boston, MA.

## **Supplementary Journals (available in QML)**

Adweek magazine's technology marketing

Business Week

Economist

Financial Times

Fortune

Harvard Business Review

High Technology Business

Inc. magazine

Journal of High Technology Management Research

Journal of Marketing

Journal of Marketing Management

Marketing Week

Marketing

## **Programme**

The course will comprise two lectures per week, one seminar per week and one workshop each alternate week as follows:

**Lectures:** Monday 14:00-16:00 KCF7 (every week)

**Seminars:** Tuesday 12:00-13:00 Auris Lecture Theatre (every week)

**Workshops:** Tuesday 13:00-14:00 Auris Lecture Theatre  
(each team needs to attend one every other week)

[Note: Taking into account the large class numbers we have now split the workshops in two groups – they will now run every other week, once for each group. Your team, therefore, needs to register (note the team members on the honours notice board) for taking workshops 2, 3, 4 and 5 either on weeks 3,5,7,9 or 4,6,8,10]

**Workshop attendance is a compulsory requirement of the course. In the case of absence it is expected that the Course Co-ordinator will be informed prior to absence. Absence without good cause on more than two occasions will result in a student's class certificate being withdrawn.**

## **Assessment Requirements**

Assessment for this course will be by degree examination and continuous assessment. The degree examination will constitute 60% of the final mark, the remaining 40% being derived from the continuous assessment based on the group project.

## **Continuous Assessment:**

### ***Group Project: Group Report***

Students will be working in groups throughout the course. Groups will be required to submit a group report (4,000 words) as part of the assessment (projects will be assigned on the 1<sup>st</sup> seminar on Tuesday 1/2/2004). The latest acceptable time of submission is Monday, 02/05/2005, 12:00 noon.

#### ***Method of submission:***

- One hard copy to be placed in the relevant box on the second floor of B Block (EWB).
- One electronic copy to be e-mailed as an attachment to bs-sec@abdn.ac.uk.

The e-mail submission must conform to the following standards:

(1) The course code must be included in the subject line as ['MS3531'] (i.e. all capital letters, no spaces).

(2) The coursework attachments must be in MS Word format. There should only be one file attached to the e-mail.

(3) The body of the e-mail must include:

- The coursework title
- Your full names
- Your student ID numbers
- Tutor Name

*Failure to comply with these requirements can invalidate your submission, and lead to marks being deducted for late or improper submission.*

If your electronic submission is received, you will receive an automatically generated reply confirming this by return. Only this e-mail reply will be accepted as evidence of submission in any case of dispute. Do NOT delete it until your coursework has been assessed and you have received a mark for it.

### **PLEASE NOTE:**

**It is the department's policy that assignments shall not be accepted by fax. Assignments will not normally be accepted by postal mail; mailed assignments shall only be acceptable with the prior consent of the Course Co-ordinator.**

**Any mailings shall be the responsibility of the student.**

***The department will not accept responsibility for lost assignments sent by mail unless proof of receipt can be shown. All assignments sent by mail must therefore be sent Recorded Delivery.***

### **Group Project: Group Presentation**

Students are also required to undertake a 15-minute assessed presentation summarising their report on their assigned project. All group presentations will take place during the final two weeks of the course. The exact timetable for the group presentations will be announced in class. Attending *all* presentations is a compulsory requirement of the course. In the case of absence it is expected that the Course Co-ordinator will be informed prior to absence.

**The group report is worth 30% towards the final degree mark. The group presentation is worth 10% towards the final degree mark.**

Groupwork will be marked in accordance with the procedures outlined in the Undergraduate Handbook (p.13/14). Please note students are also expected to **submit a project file**. This **must** include **minutes of group meetings** and **each group member's individual notes/sketches (workshop preparation) in the group project's file**.

### **Regulations:**

- i) Assignments will be marked using the University's Common Assessment Scale. Assignments that are submitted late will be reduced by one CAS mark for each two days (or part) late. Assignments submitted fourteen or more days late will be assigned zero. **Late submission will only be permitted in exceptional circumstances (such as illness) and requires the prior written consent of the module co-ordinator.**
- ii) Marks for assignments will be made known to students as soon as practicable after submission. All marks will be expressed in terms of the common assessment scale.
- iii) Assignments will be marked by the Course Co-ordinator; in marginal cases, the Course Co-ordinator may nominate a second marker and, if appropriate, an external marker. The examination scripts will be double-marked.
- iv) **Students are reminded of the need to retain all continuous assessment assignments to allow for possible review by the external examiner.**
- v) There will be no opportunity for resitting or resubmitting assessment exercises.

### **Degree Examination**

A degree examination will be arranged in May 2005 with a resit examination in August 2005. The external examiner will play a part in the preparation and marking of these examination papers.

## **Lecture, Seminar and Workshop Programme:**

### **Week 1**

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#### **Lecture 1 – Welcome and Introduction to Technology Marketing**

Required Reading: Mohr et al. Chapter 1

#### **Seminar 1 – The Group Project: Technology Marketing Plan**

### **Week 2**

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#### **Lecture 2 – Strategy and Corporate Culture in High-Tech Firms**

Required Reading: Mohr et al. Chapter 2

#### **Seminar 2 – Video Case Study: Leadership in a Wired World (Yahoo!)**

#### **Workshop 1 – Selecting the Technology: Assessment, Product Development, Market Potential**

### **Week 3**

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#### **Lecture 3 – Market Orientation and R&D – Marketing Interaction in High Technology Firms**

Required Reading: Mohr et al. Chapter 4 (and Futures paper)

#### **Seminar 3 – Video Case Study: Making the game (Halo 2)**

#### **Workshop 2 (Group 1) – Profiling the Market**

### **Week 4**

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#### **Lecture 4 – Understanding High-Tech Customers**

Required Reading: Chapter 6

#### **Seminar 4 – Video Case Study: Strategies for the Competitive Edge (Bill Gates)**

#### **Workshop 2 (Group 2) – Profiling the Market**

***Submit (send by email to cms113@abdn.ac.uk) your group's proposal by Friday 25/2, 17:00.***

## **Week 5**

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### **Lecture 5 – Product Development and Management Issues in High-Tech Firms**

Required Reading: Mohr et al. Chapter 7

### **Seminar 5 – Video Case Study: Designing Interactions (IDEO)**

### **Workshop 3 (Group 1) – The Product: Designing Interactions**

## **Week 6**

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### **Lecture 6 – Distribution Channels and Supply Chain Management in High-Tech Markets (Chapter 8)**

Required Reading: Mohr et al. Chapter 8

### **Seminar 6 – Video Case Study: Entrepreneurial R&D in the Information Age (SRI International)**

### **Workshop 3 (Group 2) – The Product: Designing Interactions**

## **Week 7**

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### **Lecture 7 – Pricing Considerations in High-Tech Markets**

Required Reading: Mohr et al. Chapter 9

PC Wars: Dell Computer vs. Gateway et al.

### **Seminar 7 – Video Case Study: How to build a brand (IDG Books Worldwide)**

### **Workshop 4 (Group 1) – Distribution and Pricing**

## **Week 8**

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### **Lecture 8 – Marketing Research in High-Tech Markets**

Required Reading: Mohr et al. Chapter 5

**No Seminar.**

### **Workshop 4 (Group 2) – Distribution and Pricing (Re-scheduled for Tuesday 22/3, 12:00-13:00 instead of 13:00-14:00)**

## **Week 9**

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### **Lecture 9 – Advertising and Promotion in High-Tech Markets: Tools to Build And Maintain Customer Relationships**

Required Reading: Mohr et al. Chapter 10

### **Seminar 9 – Video Case Study: Using Evangelism to Sell Products, Companies and Ideas (Garage.com)**

### **Workshop 5 (Group 1) – Q&A for the group project**

## **Week 10**

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### **Lecture 10 – E-Business, E-Commerce and the Internet (Chapter 11)**

Required Reading: Mohr et al. Chapter 11

### **Seminar 10 – Video Case Study: Entrepreneurial E-ventures**

### **Workshop 5 (Group 2) – Q&A for the group project**

## **Week 11**

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***Submit (see page 4 for hard copy and email submission guidelines) your group report by Monday 02/05/2005, 12:00 noon***

### **Lecture 11 – Group Presentations**

### **Seminar 11 – Group Presentations**

## **Week 12**

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### **Lecture 12 – Group Presentations**

### **Seminar 12 – Group Presentations**

### **Workshop 6 – Group Presentations, Revision and Exam Preparation**

Note<sub>1</sub>: In some cases additional reading material will be covered; any additional, required reading will be noted at the beginning of the lectures.

Note<sub>2</sub>: A mock exam paper will be provided on the course's webct after the Easter Break

## **Workshop Programme**

The workshop programme seeks to encourage students to develop a practical understanding of the utilisation of marketing techniques in a range of relevant technology settings and to appreciate the complexities inherent in the application of marketing concepts in high-velocity environments.

Students are required to attend the workshops, which take place every alternate week (starting Week 2) in the Auris Lecture Theatre. Students are also required to prepare for the workshops individually in advance and must bring their notes/relevant material in class in every workshop. If one or more of a group project's members fail to do so, it should be reported in the group's minutes of meetings and, hence, will affect his/her individual mark for the group project. **Each group member is required to submit their individual notes in the group project's file.**

The work in the workshop programme forms the basis for the continuous assessment in this course. It will, however, be necessary for students to meet out with the workshop programme in order to complete the required coursework.

**Within the workshops, each group will be provided with paper and markers. The lecturer will walk around the groups to answer questions and offer advice. The lecturer will keep notes of the key issues/exciting ideas/common problems and will present them to the class towards the end of the workshop asking the relevant groups that have raised these to briefly elaborate on what they are proposing/struggling with. The aim of the workshops is to aid the cross-fertilisation of ideas between and within groups, to encourage students to learn from each other, to kick off work on critical aspects of the group report (which should be further developed in group meetings out with the workshop programme) and to give groups opportunities for regular feedback on their progress.**

**Please find below further details on the requirements for individual preparation and the course's workshops:**

### **Individual Preparation for Workshop 1**

Identify the technology that you would like to focus your group project on (your selected product may require more than one technology to function, but what is the key one?). Assess its advantages and disadvantages, identify product development opportunities and collect information about their market potential. Based on this assessment, draw a list of a few alternative products enabled by your selected technology that could be the focus of your group project.

The technology must be one that is currently available; i.e. don't invent a new technology! The product(s), however, may be either based on an existing, proven product concept (here you either assume that you are working for an existing company or that you are part of a start-up team that is introducing a new product in this market) or a completely/relatively new concept that you are planning to build a start-up company upon.

For instance, students may decide to focus on:

- an existing product: f.e. Apple's i-pod (could be currently successful, unsuccessful or in need of rejuvenation)
- a new version of an existing product: f.e. introducing a new generation of Apple i-pods
- a new product: f.e. a new mp3 player that is introduced to compete with the i-pod by an existing competitor in this market (such as Sony) or the group's own start-up company
- a new product based on an innovative concept: f.e. the group's own start up company will introduce a waterproof mp3 player for the divers' market

### **Workshop 1**

As a group, discuss the technologies and products that you have identified individually. Select the most promising technology/product by assessing the advantages and disadvantages, product development opportunities and market potential. This will form the basis for your project proposal that your group needs to submit by email (send to: [cms113@abdn.ac.uk](mailto:cms113@abdn.ac.uk)) by 17:00, Friday 18/2/2005.

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### **Individual Preparation for Workshop 2**

Identify the key potential target audiences for your product and explore their market potential. Select the one(s) that you believe your marketing strategy should be targeting (be able to provide justification). Observe a few people that belong to this market segment and make notes on their lifestyles and product choices/preferences.

### **Workshop 2**

Profiling the Market – In your groups, discuss potential target markets, evaluate their market potential and select the one(s) that you will target with your marketing strategy. Then draw their profile (demographics, lifestyle, preferences, product choices, etc.).

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### **Individual Preparation for Workshop 3**

Design (on paper) your selected product - consider its required features/benefits/specifications/branding in relation to its users.

### **Workshop 3**

The Product: Designing Interactions – In your groups discuss the product and its required features/benefits/specifications/branding etc. in relation to your users. Design your product on paper as a group (specify its features/benefits/specifications/branding in relation to its users)

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### **Individual Preparation for Workshop 4**

Gather information on your competitors in relation to their distribution and pricing strategies. Draw relevant tables. Then think about the desired positioning of your product in the competitive landscape. Consider the implications for your product's proposed distribution and pricing strategy.

### **Workshop 4**

Distribution and Pricing – First, within your group, agree on the positioning of your product in relation to your competitors (you could use positioning maps, or tables to visualise this) and then consider the implications for distribution and pricing. Based on your proposed positioning, review information on competitors' distribution and pricing strategies and decide upon your distribution and pricing tactics.

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### **Workshop 5**

Although the first part of this workshop will be used for analysing the E-ventures video case studies presented in class, during the second part the lecturer will be available for last minute questions/issues in relation to the group project. No prior individual preparation is required for this final workshop.