

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEMM16 MBM5SEMM16 MFB5SEMM16
Course Title	Marketing of High Tech Products

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Analyze the dynamics of high-technology industries to articulate critical success factors
2. Develop marketing strategies for high-technology companies
3. Evaluate marketing strategies for high-technology companies

Syllabus

Teaching Hours

<p>Unit I: Context for High Tech Marketing</p> <ul style="list-style-type: none"> • Defining characteristics of high tech industries • Strategy and corporate culture in high tech firms • Relationship marketing • Societal, ethical and regulatory considerations in realizing the promise of technology 	03
<p>Unit II: Marketing Decisions for High-Tech Products</p> <ul style="list-style-type: none"> • Marketing research in high tech markets • Understanding high tech customers • Product development and management in high tech markets • Pricing considerations in high tech markets • Distribution and supply chain management in high tech markets • Marketing communications in high tech markets • Marketing interaction in high tech firms 	12

Suggested Readings:

Mohr, J., Sengupta, S., Slater, S., Marketing High-Technology Products and Innovations, Prentice-Hall

w.e.f. Academic Year 2019-20 and onwards