

TE/ENG 466: High-Tech Venture Marketing (Fall 2020)

Credit: 2 credit hours

Professor: Dr. Shahbaz Gill

TEXT & REQUIRED MATERIALS:

Required Textbook:

- 1- Marketing of High-Technology Products and Innovations (3rd Edition). ISBN: 1269770136 Publisher: Pearson. Author: Jakki J. Mohr , Sanjit Sengupta, Stanley Slater
- 2- Required purchase of Harvard Business School Pricing Simulation: Universal Rental Car V2. Instructions to be posted on Compass. Cost will be \$15. To register for the simulation visit:
<https://hbsp.harvard.edu/import/742732>
- 3- Broadband access to the Internet and your Compass account.

- **Optional Text:**

Marketing Management 14-E, by Kotler and Keller

Office Hours:

Visit weekly agenda in Compass

E-Mail:

1. Please use Class Discussion Forum for general questions.
2. Dr. Shahbaz Gill: shahbaz@illinois.edu
Use only for questions you do not want to share in class discussion forum
3. Teaching Assistant:

COURSE DESCRIPTION:

In this course, we will study how to properly segment the market and target the right customer(s), differentiating the product/service offerings, formulating pricing and distribution channels, forming the alliances and network relationships necessary for dynamic, global marketplaces. This course focuses on these issues for start-up companies selling technology-based products and integrates the impact of strategic marketing decisions on the financial performance of the enterprise.

COURSE OBJECTIVES:

- ◆ To understand entrepreneurial marketing
- ◆ To apply entrepreneurial marketing principles to high-tech industry
- ◆ To develop a working vocabulary regarding these subjects and to become familiar with theories and concepts regarding them.
- ◆ To understand the application of course concepts to real world high-tech marketing

LEARNING OUTCOMES:

The learning outcomes of this course are as follows:

- Students will possess knowledge of high-tech marketing, the foundations of marketing strategy & the elements of a marketing plan.
- Students will make marketing decisions based on ethical knowledge.
- Students will be able to solve marketing related problems and manage the whole marketing process, to integrate marketing frameworks with financial results and business models.
- Students will demonstrate awareness of future trends in high-tech marketing practice.
- Students will demonstrate critical thinking skills by analyzing marketing problems, applying proper logic
- Students will demonstrate an ability to design a process to meet desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.
- Students will be able to function on multidisciplinary teams
- Students will be able to identify, formulate, and solve the critical problems.
- Students will possess understanding of professional and ethical responsibility
- Students will recognize the need for, and an ability to engage in life-long learning
- Students will be able to get the knowledge of contemporary issues in Marketing

RESPONSIBILITIES OF STUDENTS:

- For this ENG/TE 466 class, a typical week begins on Monday and ends Sundays at midnight.
- **All assignments are due on Sunday at 11:59 p.m. (CST) to be precise.**
- The weekly agenda will highlight the student responsibilities for the week.
- Each week will have assigned reading(s) from the text. Students should read each chapter carefully.
- There may be other assignments such as Business Article Analysis Assignments, Brand yourself assignment, Harvard Pricing Simulation and Marketing Plan assignment during certain weeks. Please see the weekly module on Compass for details.
- Keep abreast of what is happening in the course. Do not feel intimidated. Ask for help, if (and when) you need it.

GRADING:

Your final grade in this class will be determined by your performance on:

Component	Points	%
1. Post Chapter Quizzes	100	10%
2. Business Article Analysis	100	10%
3. Self-branding Assignment	100	10%
4. Harvard Pricing Simulation	150	15%
5. Marketing Plan	150	15%
6(a). Midterm Exam	150	15%
6(b). Final exam	250	25%

We may offer extra credit opportunity in this course so do not worry about A grade starting from 93%.

Final grades will be assigned strictly based on the following point scale. **NO FINAL GRADE WILL BE ROUNDED.**

A	B	C	D	F
930-1000 = A	875 – 899 = B+	775 - 799 = C+	675- 699 = D+	< 600 = F
900 – 929 = A-	825 - 874 = B	725 – 774 = C	625 – 674 = D	
	800 - 824 = B-	700 – 724 = C-	600 - 624 = D-	

Grades will be accessible by password on IL Compass only. For your security, grades will not be provided by phone or email. Grades are **not negotiable**. Students with extenuating circumstances which require them to receive a certain grade or maintain a particular GPA (e.g., graduation, loss of a scholarship, University probation or suspension, loss of a job offer, revocation of student Visa, etc.) need to realize that they are responsible for working hard to achieve the needed class grade. Please ask for help if you see that you are falling short of the grade that you expect or need. We want students to succeed but you must know that we cannot make exceptions for individual students. Grades can be changed **only** if I have made an input or calculation error. It is important that you check your class grades and immediately notify me of any discrepancies.

GRADING COMPONENTS:

1. Post-Chapter quizzes

Throughout the semester, **11** online quizzes covering textbook material from a particular chapter will be required. We will drop one lowest score post quiz and count your best 10 post quiz scores. Each quiz will cover material from specific chapters of the book. The pedagogical purpose of these quizzes is to ensure that you have read and understood the textbook chapters.

2. Business Article Analysis

We have 10 business articles during the semester. Business article assignment provides you a great opportunity to not only understand newest business and marketing trends and hotspots, but also develop strategic and critical thinking.

You are required to submit analysis for any One article of your choice. You are supposed to include the main idea of the article, the issues or problems raised in the article, your opinion on the topic, and what you have learnt from the class about this topic. The summary should be up to three pages (minimum Two pages), single-spaced, 12 pts font and standard margin and submitted via the corresponding links on Compass. Late

submission will not be accepted.

3. Self-branding assignment

In 1997, Tom Peters, the famous consultant wrote the following in Fast Company: “Big companies understand the importance of brands. Today, in the Age of the Individual, you have to be your own brand. Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.”

This assignment is about creating your own personal/professional brand strategy. After your stint at Illinois, if you want to be an entrepreneur and start your own company, you need to be differentiated and stand out. A well done assignment can help you understand what makes you tick and help you communicate that message effectively. The output of this exercise is for you to have a clear understanding of what makes you competent to be an excellent entrepreneur. You must find out and deliver your strength to prospective partners, employees and investors.

Your assignment has to include the elements below, and will be delivered as a video, audio or text file. Details about the delivery included at the end.

Step 1. Self-analysis: Do a strengths / weaknesses analysis of yourself. What are the attributes / characteristics that make you distinctive from your colleagues or competitors? What is your strong suit? What needs improvement? This will help you understand what you must focus on in the future.

Step 2. External analysis: Talk to your family and friends. What do they say about you? What do they say is your greatest and clearest strength? Your best personal trait? Your weaknesses?

Step 3. Is there congruence between your self-analysis and the external analysis? If so, you're lucky. If not, why not? What direction is the incongruence? How would you reposition yourself? Remember it does not matter what you think of yourself. Other people's perception of you is the reality. While what your friends and family say may not be completely true, that perception is how the world sees you.

Step 4. Based on the analyses above, what is the “feature-benefit” model that you offer. Every feature a product offers yields an identifiable and distinguishable benefit for their customer or client. Car companies don't sell 60” back seat; they sell that the car can seat four people comfortably. A dominant feature of Nordstrom is the personalized service but the customer benefit is a feeling of being accorded individualized attention.

Self-branding delivery options:

It is important that you show your creativity in this assignment. Here you will see some guidelines but feel free to innovate.

(Option a) You can create a 5-10 minute video that you can post in YouTube, or in the server of your choice. It is a good idea to create a script to follow as you record this video, or else, you may go overtime or miss some of the points you want to make.

(Option b) If you prefer to do more text or combine files, you can also create a blog, wiki, or web site.

4. Harvard Pricing Simulation: Universal Rental Car V2

All students will participate in the Pricing Simulation: Universal Rental Car V2, published through Harvard Business School publishing. The simulation plays like a game, and we have found it very engaging. We hope that students find that simulation not only interesting, but a powerful learning experience where you see the results of effective and ineffective application of course concepts. You will benefit from running the simulation multiple times (3 attempts) with increasing complexity (scenarios A & C). This single-player simulation includes two pre-set scenarios (A and C) to meet specific learning objectives.

Description:

At a Florida rental car agency, you assume the role of a district manager responsible for setting prices for rental cars across three Florida cities: Miami, Orlando, and Tampa. Over 12 simulated months, you will analyze price sensitivity between leisure and business travelers and consider strategies that maximize rentals across weekdays and weekends in each city. Demand for rental cars can vary depending on the month and whether the location is more popular with business or leisure travelers. Unrented cars have associated holding costs while running out of cars is lost opportunity for profit. You can make periodic inventory adjustments among the locations to match anticipated demand. The market for rental cars in Florida is intensely competitive and you must also consider the likely competitive response to their pricing decisions. Ultimately, you will analyze the economic, seasonal, and competitive forces of the rental car market and develop a pricing strategy to maximize the cumulative profit for the firm.

Learning Objectives:

- Understand the nature and dynamics of consumer response to price (price elasticity).
- Account for demand differences across customer segments and regions.
- Understand and plan for seasonal variations in demand.
- Explore the impact of pricing decisions on firm profitability.
- Use pricing strategies to optimize inventory.
- Anticipate and understand competitive reactions to pricing decisions.

- Understand how price and general economic conditions affect overall market demand.

Grading:

This assignment is worth 150 points and 15% of your grade. To be graded, you will need to complete 2 scenarios and the Discussion part of this assignment in the forum below. **You will receive 50 points (50+50=100) for your performance in each scenario and 50 points for simulation discussion forum.** To get performance points: you are required to earn \$10 million profit in each Scenario while maintaining good market share.

5. Marketing Plan Assignment

A marketing plan is a business document written for the purpose of describing the current market position of a business and its marketing strategy for the period covered by the marketing plan. The purpose of creating a marketing plan is to clearly show what steps will be undertaken to achieve both the business' marketing objectives and its long-term growth targets.

A typical small business marketing plan might include a description of its competitors, the demand for the product or service, and the strengths and weaknesses from a market standpoint of both the business and its competitors.

Other elements usually contained in a marketing plan include:

- Description of the product or service, including special features
- Marketing budget, including the advertising and promotional plan
- Description of the business location, including advantages and disadvantages for marketing
- Pricing strategy
- Market segmentation (specializing in specific niche markets or, if mass marketing, how marketing strategy might differ between different segments, such as age groups).

In ENG466, the marketing plan assignment is a **group project** requiring you and your group members to write a formal marketing plan for your future business. You can imagine the product/services of your hypothetical start-up and discuss with your team members on how to make the marketing strategy to achieve the goals.

Each student will sign up to be part of a team (The same team as that of the Marketing Article Analysis Assignments). The teams will then decide a topic to develop as a webpage (Google). There will be several milestones along the semester as the teams work on this assignment. You are expected to do research and develop a webpage (in the Google space) on the chosen topic.

The paper may include text, video, audio and other type of multimedia resources created by your team or from other sources as long as your paper gives proper credit to the authors, your submission will be checked/tested through an anti-plagiarism software. The project should be 5 to 7 pages long or 3000 words.

The grading criteria: 50 points for the group output/final product developed by the group members. 50 points for the weekly millstones/deadlines and 50 points would be awarded on the basis of individual's performance (contribution at each step his/her coordination, communication and sense of responsibility as a team member assessed by the instructor and other group members).

There are different milestones/deadlines for the group project; you are required to submit your work according to these deadlines on the weekly module.

Sample Marketing Plan:

1. http://college.cengage.com/business/pride/foundations/2e/resources/pdf_founded_sample_mkt_plan.pdf
2. http://www.morebusiness.com/templates_worksheets/bplans/printpre.brc

Principles of Marketing Tutorials:

<http://www.knowthis.com/principles-of-marketing-tutorials>

6. Exams

There will be two exams in the course. These will be timed exams. There will be one midterm exam and a final exam. The exams will consist of **multiple-choice, open-ended and true/false questions** from the text and other course activities. The details of the exams will be posted on the Compass website.

STUDENT ROSTER:

Each student is required to complete Student Roster or Class Roster. You are required to add a wiki page to this roster with a little information about yourself. Instructions for how to do this assignment can be found in the weekly module for the week one.

A NOTE ABOUT EMERGENCIES AND EXAM DATES:

In order to be as fair as possible to everyone in the class, deadlines will be strictly enforced, regardless of personal emergencies, technical problems, etc. You will have plenty of time to complete exams, chapter quizzes, online component quizzes, so please **DO NOT** wait until the last minute. If you wait until the deadline, issues such as illness or problems with the University server might make it impossible for you to complete the assignments.

STATUTE OF LIMITATIONS:

Exam grades, quiz grades, extra credit and final grades are non-negotiable and final. Grades

will only be changed if the grade results from a mathematical or record-keeping error. It is important that each student frequently checks their class grades and immediately notifies the instructor of any discrepancies that have been discovered. After the posting of grades, you will have one week to notify the instructor about any grading issues or errors. After this period, no corrections or recalculations will be made.

CLASS POLICIES:

Policy on **academic misconduct**: Illinois is committed to a policy of honesty in academics. Conduct compromising this policy will result in academic and/or disciplinary action. Cheating and plagiarism are violations of student academic behavior standards. Any student who violates or knowingly helps another student violate academic behavioral standards will be pursued through the Office of the Dean of the College of Business Administration and through the Dean of Students at UI. (Source: The Student Handbook). In particular, all work you submit in this class must be your own, original work or that of your team. The standard penalty for any instance of academic dishonesty is an 'F' for the course. **Your submission will be checked/tested through an anti-plagiarism software.**

Late Assignment Submission Policy:

Any late submission will lose 50% points and maximum 7 days late submission will be accepted. Submissions exceeding 7 days will not be graded.

SPECIAL NEEDS:

The University of Illinois is committed to providing reasonable accommodations for students with disabilities in order to allow for equal learning opportunities. If you need such accommodations, please contact Disability Resources and Educational Services at (217) 333-1970. Also, if you are likely to have religious obligations that will conflict with the due dates for particular assignments, please contact the instructor immediately.

FINAL NOTE:

The detailed schedule is provided on Compass. Changes to the syllabus may be made to reflect the needs of the class. Any changes will be announced in class and/or on the course web site (Compass). It is the students' responsibility to stay aware of any changes made.

BUSINESS ARTICLE ANALYSIS ASSIGNMENT LINKS:

Chapter 2: The Innovation Culture in Japan

Can Japan reboot its anti-innovation start-up culture?

<http://www.bbc.com/future/story/20130820-plugging-japans-start-up-gap>

Content: Japan has long been hailed as one of the world's most developed nations. But when it comes to innovation, things are less rosy. Why is it stifling its start-ups?

Chapter 3: Samsung

Strategic Marketing Planning: Samsung vs. Apple

<http://www.zdnet.com/samsungs-marketing-blitz-vs-apple-effective-but-big-data-would-help-7000028471/>

Content: Samsung's master marketing plan — initiated in 2012 and playing out through this year — appears to have worked well against Apple, but judging returns is a bit tricky. There are several impressive takeaways from the Samsung marketing plan roadmap.

Chapter 4: Xiaomi

Xiaomi: Apple of China

<http://www.wsj.com/articles/in-smartphone-market-its-luxury-or-rock-bottom-1422842032>

Content: In December, Xiaomi became the world's most valuable tech startup, worth [\\$46 billion](#).

Chapter 5: CEMEX

CEMEX – The Incumbent's Advantage

<https://hbr.org/2008/10/the-incumbents-advantage>

Content: How CEMEX increased their profit by identifying customer's needs. (By focusing on poor people)

Chapter 6: Starbucks

From Coffee To Mobile King: How Starbucks Serves Up Its Mobile Strategy

<http://marketingland.com/coffee-mobile-king-starbucks-serves-mobile-strategy-98823>

Content: From Coffee to mobile king.

Chapter 7: Dell

Dell: Distribution and supply chain innovation

<http://www.marsdd.com/mars-library/case-study-dell-distribution-and-supply-chain-innovation/>

Content: Using Dell history to illustrate how Dell innovate its supply chain to differentiate itself from competitors.

Chapter 8: Apple

How Apple plays the pricing game

http://www.nbcnews.com/id/38980367/ns/business-us_business/t/how-apple-plays-pricing-game/#.U3mjLdLz3tY

Content: Demonstrating how Apple use different pricing methods to sell its products, including price decoys, preference price and bundle price components.

Chapter 9: AirBnB

How AirBnb Is Using Content Marketing to Stay on Top

<https://contently.com/strategist/2014/12/05/how-airbnb-is-using-content-marketing-to-stay-on-top/>

Chapter 10: LEGO

LEGO: Building communities at LEGO brick-by-brick

<http://www.simply-communicate.com/case-studies/company-profile/building-communities-lego-brick-brick>

Content: LEGO's branding methods—online community for broader customers; top managers involvement; value fans' feelings; pay attention to ethic and legal issues; value new ideas and innovation; using social media to update everything and attract more people.

Chapter 11: Uber

Uber — What's Fueling Uber's Growth Engine?

<https://growthhackers.com/growth-studies/uber>