

# COURSE DETAIL

## MARKETING TECHNICAL PRODUCTS 3

**Country**

United Kingdom - Scotland

**Host Institution**

University of Edinburgh

**Program(s)**

University of Edinburgh

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Engineering

**UCEAP Course Number**

107

**UCEAP Course Suffix****UCEAP Official Title**

MARKETING TECHNICAL PRODUCTS 3

**UCEAP Transcript Title**

MARKETING TECH PROD

**UCEAP Quarter Units**

4.00

**UCEAP Semester Units**

2.70

## Course Description

The course is divided into three sections. The first provides the student an understanding of the key dynamics related to bringing technical products to the markets. The second provides students with a practical guide on how to start up a company, including invited talks given by entrepreneurs and representatives of funding bodies. Finally, in the third section, a number of case studies are discussed, concerning among others innovative product development in integrated software systems and aspects of entering emerging markets. The course is practice-based and project-oriented. Students form small groups and are asked to develop their own product development plan based on their product idea.

## Language(s) of Instruction

English

## Host Institution Course Number

MAEE09003

## Host Institution Course Title

MARKETING TECHNICAL PRODUCTS 3

## Host Institution Course Details

<http://www.drps.ed.ac.uk/17-18/dpt/cxmaee09003.htm>

## Host Institution Campus

Edinburgh

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Management (School of Engineering)

## Course Last Reviewed

2018-2019

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