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 Campus

Edinburgh

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management (School of Engineering)

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