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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