



COURSE DESCRIPTOR

Marketing of High-Tech Products, Services and Experiences

Marketing of High-Tech Products, Services and Experiences

7,5 ECTS credit points (7,5 högskolepoäng)

Course code: FE1308

Educational level: Basic level

Course level: C

Field of education: Social sciences

Subject area: Business administration

Version: 1

Applies from: 2007-09-03

Approved: 2007-08-16

Replaces course descriptor approved: 1999-01-18

1 Course title and credit points

The course is titled Marketing of High-Tech Products, Services and Experiences/Marketing of High-Tech Products, Services and Experiences and awards 7,5 credit points. One credit point (högskolepoäng) corresponds to one credit point in the European Credit Transfer System (ECTS).

2 Decision and approval

This course is established by The Education Committee of the School of Management 2007-08-16. The course descriptor is approved by The Education Committee of the School of Management and applies from 2007-09-03.

3 Objectives

The purpose of the course is to give knowledge of advanced marketing practices with a special focus on high tech products and services, and their eventual business applications.

4 Content

The course deal primarily with the analytical processes involved in bringing high tech products and services to market.

- Analysis of different kinds of customer groups for high tech products and their special challenges.
- Analysis of customers' experiential components when designing and developing products.
- Selection processes involved in choosing new communication technologies or advanced forms of promotion.
- Design and implementation of Customer Relationship Management program.

5 Aims and learning outcomes

On completion of the course the student will:

- Be able to design experiential components into high tech products and services
- Apply advanced research techniques for monitoring service and product development.

- Design and develop a Customer Relationship Management for a product or service.
- Apply advanced research techniques for monitoring service and product development.
- Evaluate an advance marketing program.

6 Generic skills

The following generic skills are trained in the course:

- The ability to analyze and synthesize
- The ability to execute research
- The ability to communication ideas

7 Learning and teaching

The course is given in the form of lectures and exercises. The course will be offered in English only, but the students may write either in Swedish or English. The course requires that the students work in small groups on the projects, but independently on the exam.

8 Assessment and grading

Examination of the course

Code	Module	Credit	Grade
0710	Examination	5hp	U/G/VG
0720	Project	2.5hp	U/G/VG

The course will be graded Fail (U), Pass (G) or Pass with Distinction (VG).

On request grades according to ECTS will be given.

9 Course evaluation

The course coordinator is responsible for systematically gathering feedback from the students in course evaluations and making sure that the results of these feed back into the development of the course.

10 Prerequisites

Students are required to have 120 credit points (or the equivalent).

11 Field of education and subject area

The course is part of the field of education Social sciences and is included in the subject area business administration.

12 Restrictions regarding degree

The course cannot form part of a degree with another course, the content of which completely or partly corresponds with the contents of this course.

13 Course literature and other teaching material

Geoffrey A. Moore, *Crossing the Chasm* (1998)

Geoffrey A. Moore, *Inside the Tornado* (2001)

Don Peppers, Martha Rogers, Bob Dorf, *The One to One Fieldbook* (2001)

Additional articles in marketing high tech products.

