



Marketing High Tech Products & Services
MKTG 490 B Spring 2009
(Will become MKTG 475)

Syllabus

Assignments & Grading (Revised)

The course will include both individual and team assignments. Grading will be determined as:

• Individual Class Participation		10%
• 3 Individual Case Q Write Ups (2 pages)	3@10%	30%
• Individual Final Exam		10%
• 2 Team Case Analysis & Presentations	2@25	<u>50%</u>
		100%

Individual Class Participation/Contribution: Active class contribution is a must because your learning depends on it. Active participation involves: (i) preparation – reading and understanding the assigned materials before arriving in the class and developing a well-informed opinion on the content, (ii) participation – actively expressing and defending your opinion (succinctly) during the class discussion, (iii) respect – listening and responding constructively to your peers in class. Your class participation grade will be based on (a) evidence of careful preparation of the case and the readings assigned, (b) the clarity, and (c) the conciseness of your recommendations based on convincing qualitative and quantitative thought and analysis. Quantity does not equate to quality. It is crucial that your participation be consistent and thorough for each class. This includes reviewing the assigned readings, cases and case questions before class.

3 Individual Case Q Write Ups: You are required to submit 3 written assignments during the quarter. Each write up should not exceed a maximum of 2 pages. Case Q write ups are due the day the case is discussed in class. Your write up should be emailed or handed to the instructor before the case is discussed in class, no exceptions.

Case Questions: You may pick one question from any of the cases in the course calendar. Each of the 3 questions must come from a different case. You may choose any three cases listed as Team Cases, except one. The case your team is assigned to present cannot be used for this assignment.

Please provide a critical analysis of the question using the ideas and frameworks presented in the class and the readings for the course. Your analysis should: (i) focus on addressing the question or making a recommendation or decision where appropriate; (ii) provide the logic/rationale for your conclusion; (iii) provide the support for your decision, applying the concepts and tools discussed in the course. Please identify which question you are addressing but don't waste time in your write-ups rephrasing the question.

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Individual Final Exam: To be given the last day of class will cover the key issues discussed in the class throughout the quarter. Goal: test your knowledge of an ability to apply the concepts essential to high tech marketing. Will consist of a mix of short answer, short essay questions.

2 Team Case Analysis & Presentation: Real world business cases will be discussed throughout the quarter. Each team will be assigned to give a presentation of their answers to the key case questions in class for one of the cases. These presentations are informal and do not require the preparation of PowerPoint presentations. Each team should simply be prepared to present their main conclusions/recommendations to the class. (However, you may use slides if that will help to communicate your analysis more efficiently.) In order to foster discussion of the issues and learning from the case, the rest of the class will be called on to debate, discuss, and challenge the team's presentation. Answering the case questions often requires that teams not only generate an answer, but also expand/discuss the implementation required.

The other members of the class will be asked to evaluate the presentation, but the grade for the assignment will be determined solely by the instructor. A write up that summarizes the team position on each case question and a copy of any slides or exhibits used in the presentation should be provided for the instructor to use to give feedback to the team. (Format: No more than 2 pages per question, not including exhibits.)