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| <b>Georg-August-Universität Göttingen</b><br><b>Module M.WIWI-BWL.0179: High-Tech Marketing</b>   | 6 C<br>2 WLH  |
| <b>Learning outcome, core skills:</b> <ul style="list-style-type: none"> <li>• Understand principles of high-tech marketing and its relevance to innovation industries,</li> <li>• examine different theories of innovation and diffusion,</li> <li>• consumer preference analysis through methods like conjoint analysis &amp; forecasting,</li> <li>• utilize market frameworks such as 3C-STP-4P to develop strategic marketing plans,</li> <li>• assess market uncertainty and competitive dynamics within high-tech sectors.</li> </ul>  | <b>Workload:</b><br>Attendance time:<br>28 h<br>Self-study time:<br>152 h |
| <b>Course: M.WIWI-BWL.0179.Lec High-Tech Marketing (Lecture with integrated exercises)</b><br><i>Contents:</i><br><b>Fundamentals of high-tech marketing</b> <ul style="list-style-type: none"> <li>• Introduction to high-tech marketing and its unique challenges, including technological uncertainty and rapid innovation cycles</li> </ul> <b>Consumer behavior and market characteristics in high-tech</b> <ul style="list-style-type: none"> <li>• Theories of innovation and diffusion, including radical vs. incremental innovation and their effects on product adoption</li> <li>• Methods for analyzing consumer preferences using conjoint analysis, forecasting techniques like diffusion models, and the impact of market uncertainty on behavior</li> </ul> <b>- Strategic Approaches and Frameworks</b> <ul style="list-style-type: none"> <li>• Application of the 3C-STP-4P marketing framework, with specific focus on high-tech products' segmentation, targeting, and positioning strategies.</li> <li>• The importance of strategic decisions in market pulls vs. technology push and how they affect long-term success</li> </ul> | 2 WLH   |
| <b>Examination: Presentation (approx. 15 minutes) with written elaboration (max. 6000 words)</b><br>M.WIWI-BWL.0179.Mp: High-Tech Marketing   | 6 C   |
| <b>Examination requirements:</b><br><b>Presentation (30%):</b> A 10-15 minute in-class presentation introducing the chosen high-tech product, focusing on key marketing strategy elements like segmentation, diffusion, and adoption.<br><b>Written elaboration (70%):</b> A detailed analysis (up to 6000 words) using diffusion theory and consumer preference tools to assess a high-tech product's market strategy, segmentation, and adoption growth.<br>The presentation with written elaboration should provide a comprehensive analysis of a marketing strategy for a high-tech product. This analysis must integrate theories and tools taught in the course, particularly diffusion theory and consumer preference analysis   |   |

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| techniques. Students should apply these methods to evaluate how high-tech products achieve market adoption and growth. |  |
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| <b>Admission requirements:</b><br>none                   | <b>Recommended previous knowledge:</b><br>Hypothesis testing, (Logistic) Regression analysis,<br>Basic marketing principles |
| <b>Language:</b><br>English                              | <b>Person responsible for module:</b><br>Ph.D. Stephen Youngjun Park  |
| <b>Course frequency:</b><br>each summer semester         | <b>Duration:</b><br>1 semester[s]   |
| <b>Number of repeat examinations permitted:</b><br>twice | <b>Recommended semester:</b><br>2 - 4   |