Class Schedule - Spring 2012

Engineering

ENG 466  **High-Tech Venture Marketing**  credit: 1 OR 2 hours.
Cornerstone marketing concepts for innovators and engineers to enable analysis of products and technologies from a marketing perspective: engineering product development and adoption life cycle; objectives and strategies; marketing management; communication skills; sales process and tactics; special considerations for new high-tech engineering products and innovations. Same as TE 466. Credit is not given for both ENG 466 and BADM 365. Prerequisite: ENG 360.

<table>
<thead>
<tr>
<th>CRN</th>
<th>Type</th>
<th>Section</th>
<th>Time</th>
<th>Days</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>53947</td>
<td>Online</td>
<td>ONL</td>
<td>ARRANGED</td>
<td>-</td>
<td>-</td>
<td>Clifton, R</td>
</tr>
</tbody>
</table>

Credit Hours: 2 hours
Online
OCE Tuition $988.00 per Bill Hour, and OCE Fees $50.00 per Bill Hour.
Restricted to MS: Civil Engr - Online - UIUC, MCS:Computer Sci Online -UIUC, MS:Mechanical Engineering -UIUC, or NDEG:Grad Nondegree-CE-UIUC.
Restricted to online non-degree, online MCS, online MSME and online MS CE students. Counts toward either the Business Management for Engineers or the Strategic Technology Management certificate. Online & Continuing Education (OCE) restrictions and assessments apply, see http://www.oce.illinois.edu. For more details on this course section, please see http://online.engineering.illinois.edu/descriptions/spring2012.htm.