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.

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Credit Hours: 2 hours
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/current-students/course-information/spring-2013-credit-course-offerings.