Class Schedule - Summer 2013

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
Online
Restricted to MS: Civil Engr - Online - UIUC, MCS:Computer Sci Online -UIUC, MS:Mechanical Engineerng -UIUC, or NDEG:Grad Nondegree-CE/UIUC.
For more details on this course section, please see http://online.engineering.illinois.edu/current-students/course-information/summer-2013-credit-course-offerings.