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. 1 or 2 undergraduate hours. 1 or 2 graduate hours. Credit is not given for both ENG 466 and BADM 365. Prerequisite: ENG 360.

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Credit Hours: 2 hours
Online
Center for Innovation in Teaching & Learning (CITL) restrictions and assessments apply, see http://www.citl.illinois.edu. For more details on this course section, please see http://engineering.illinois.edu/online/courses/.