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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<tr>
<th>CRN</th>
<th>Type</th>
<th>Section</th>
<th>Time</th>
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<tr>
<td>35615</td>
<td>Online</td>
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<td>Shabbir, M</td>
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Credit Hours: 2 hours
Online
Restricted to MS: Civil Engr - Online - UIUC, MCS:Computer Sci Online -UIUC, MS:Mechanical Engineering -UIUC, MS: Aerospace
Engr-Online-UIUC, NDEG:Grad Nondegree-CE-UIUC, NDEG:Undergrad Nondeg-CE-UIUC, or MCS: Computer Sci Online-UIUC.
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/.