Class Schedule - Summer 2017

**Engineering**

**ENG 466  High-Tech Venture Marketing**  credit: 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. 2 undergraduate hours. 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>
<th>Days</th>
<th>Location</th>
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<tr>
<td>35615</td>
<td>Online</td>
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<td>ARRANGED -</td>
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<td>Shabbir, M</td>
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Meets 30-May-17 - 03-Aug-17.
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 MENG:Mech Engineering Onl-UIUC. 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 processes and tactics; special considerations for new high-tech engineering products and innovations.