High-tech industries are very dynamic with rapid and discontinuous change being more the norm than the exception. Accordingly, marketers have to successfully manage rapid new product introductions, often while simultaneously guiding the phase-out of other products within the same product line. In this regard, marketers’ greatest value lies in shaping the technological products produced by the firm into solutions that truly benefit potential customers and are differentiated from the rapidly proliferating competition. At the same time, high-technology marketers engage in the classic marketing activities of segmentation, targeting, positioning, and ongoing marketing support for the rest of the firm’s products. In some industries, high-technology marketing resembles consulting and some companies may actually have such internal consulting business units (3M, for example).

**Curriculum Requirements**

MKT 282 - Analysis of Markets (flex core)
MKT 382 - Strategic Branding
MKT 382 - Marketing High-Tech Products
MKT 382 - New Product Development
MKT 382 - Pricing Channels
MKT 382 - Strategic Marketing

**Data Analysis – one (1) or more courses chosen from the list below:**

MKT 382 - Data Mining for Business Intelligence
MKT 382 - Analytical Tools for Marketing Decisions
MKT 382 - Marketing Analytics and Information
MKT 382 - Marketing Metrics

**Recommended McCombs Electives:**

LEB 380 - Law for Entrepreneurs
MKT 382 - Customer Insights
MKT 382 - Marketing and Customer Insights Practicum/
CCIMS Marketing Fellows
MKT 382 - Corporate Governance
MKT 382 - Business and the Environment
MKT 382 - Invisible Global Marketing
IB 395 - Emerging Markets

**Total credit hours: 20**

**Career Opportunities**

- Pricing Analyst
- Product Development Manager
- Product Manager
- Product Marketing Manager
- Sales Support Manager