

**Introduction  
to  
High-Tech Product Management and Marketing  
Summer 2010  
UC Berkeley Extension**

Vladimir G. Ivanović

July 27, 2010

Version 2.1

**Week 1 Administrative details & introduction**

**24 Jun 2010**

- Administrivia
- High-tech product management & marketing [*PMDR*, Chapter 2]
- Some tools & techniques [*PMDR*, Chapter 5]
- The product master plan [*PMDR*, Chapter 2]
- The product life cycle [*PMDR*, p. 20]

**Week 2 Financial Analysis**

**01 Jul 2010**

- Business models
- Understanding financial statements [*PMDR*, Chapter 6]
- Financial analysis
- Forecasting [*PMDR*, Chapter 9]

**Week 3 Strategy I**

**08 Jul 2010**

- What is a strategy? [*PMDR*, Chapter 10 & pp.613–618]
- Creating a strategy
- Types of strategies
- Strategy according to *PMDR*
- PRTM: The CSV framework

**Week 4 Strategy II & the business case**

**15 Jul 2010**

- PRTM: Product platform, product line & product strategy
- The business case [*PMDR*, Chapter 14 & pp. 600–612] <sub>1</sub>

<b>No Class</b>	<b>22 Jul 2010</b>
<b>Week 5 Markets &amp; the marketing plan</b>	<b>29 Jul 2010</b>
<ul style="list-style-type: none"> <li>• Competitors &amp; competitive advantage [<i>PMDR</i>, Chapter 7]</li> <li>• Markets: Segmentation, targeting &amp; positioning [<i>PMDR</i>, Chapter 8]</li> <li>• About the marketing plan [<i>PMDR</i>, Chapter 15 &amp; pp. 619–632]</li> <li>• Elements of a marketing plan</li> <li>• Putting a marketing plan together</li> </ul>	
<b><i>Mid-term project: Business case due</i></b>	<b>05 Aug 2010</b>
<b>Week 6 Traditional marketing communications</b>	<b>05 Aug 2010</b>
with Melanie Gill	
<ul style="list-style-type: none"> <li>• Brand messaging</li> <li>• Integrated marketing</li> <li>• Advertising today</li> <li>• Basics of public relations</li> <li>• Generating leads</li> <li>• Measuring results</li> </ul>	
<b>Week 7 Emerging media communications</b>	<b>12 Aug 2010</b>
with Melanie Gill	
<ul style="list-style-type: none"> <li>• SEO and SEM</li> <li>• Web 2.0 considerations</li> <li>• Web 3.0 considerations</li> <li>• Web analytics</li> <li>• The social media revolution</li> </ul>	
<b>Week 8 Product development</b>	<b>19 Aug 2010</b>
[ <i>PMDR</i> , Chapter 16]	
<ul style="list-style-type: none"> <li>• Product architecture &amp; requirements</li> <li>• The roadmap</li> <li>• Development phases</li> <li>• Alliances &amp; partnering</li> <li>• Sales &amp; channels</li> </ul>	

## **Week 9 Launch and post-launch**

**26 Aug 2010**

[*PMDR*, Chapters 17, 18, 20, & pp. 633-639]

- Alpha & Beta programs
- Rollout
- Product lines & product portfolios
- Discontinuing a product

## **Week 10 Agile product development**

**02 Sep 2010**

- About agile product development
- Types of agile development
- Agile methods & mechanics
- Evaluation & the future

***Final project: Marketing plan due***

**09 Sep 2010**