



Stanford University - Continuing Studies Program

**BUS47 - Strategic Marketing of High Tech and Cleantech**

Stanford Lecturer: Tony Seba

## Course Overview – Spring 2012

### Course Objectives:

- Provide you with tools and frameworks to help you develop go-to-market strategy and strategic marketing plans for high-tech- and cleantech-based products, services and innovations.
- Provide you with opportunity to apply the conceptual tools to projects, cases as well as senior executives' experience.

### Textbook & Resources

- Textbook: "[Winners Take All – 9 Fundamental Rules of High Tech Strategy](#)".
- The book is available at the Stanford Bookstore as well as lulu.com.
- Cases: We will use one 'business school-type' case. I will point you to the website where you can purchase and download the case document.
- Slides: I will email the key slides **\*after\*** the corresponding class. I will also email you other suggested readings as well as any time there are any class changes or announcements.
- LinkedIn: We will have a class LinkedIn group for you to communicate and connect with your classmates.

### Course Grade

- A final Class Project will account for **100% of the letter grade**. If you're taking the course on a Credit/No Credit basis, you need to attend 6 sessions to get CR.
- The class project is a Strategic Marketing Plan that you will develop for a new product, service, technology, or innovation. It's an individual (not group) project. I will provide a template.
- To maximize learning you may want to use your own idea or technology and develop it during the course. You could also choose a product in the market and develop 'what their strategy should be.'
- Please don't disclose any confidential information – yours or someone else's.
- **Due date: Saturday, June 2<sup>nd</sup> at 11:59 PM** No late submissions please.

### Date/time:

- Mondays **April 2<sup>nd</sup> through June 4<sup>th</sup>** from 7:00pm to 9:15pm. (No class: April 9<sup>th</sup> or May 28<sup>th</sup>.)

### Legal Stuff - Video / Audio Consent / Copyright

- I will videotape and publish some classes. By staying in this class you give your **consent to be audio and videotaped, authorize the release of voice and likeness and release and hold harmless** Mr. Tony Seba and Stanford University.
- Please *note that the lectures are my copyrighted material – please don't do your own recording (audio, video or otherwise) of the lectures.*

### Miscellaneous

- Please include 'BUS47' in the subject line whenever you email me.

**BUS47 – Tentative Course Schedule****Session 1 – April 2– Positioning / The Whole Product****Lecture Topics**

- Course overview/frameworks/definitions
- The Whole Product
- Positioning

**Session 2 – April 9 – Segmentation / Targeting****Lecture Topics**

- The Value Proposition
- Segmentation
- Targeting
- Market Size – Total Available Market

**Reading**

- “*Winners Take All*” Rule 1 – Feel the Pain, Then Develop Your Product
- “*Winners Take All*” Rule 3 – Add Value Not Features

**April 16 - NO CLASS****Session 3 – April 23 – Understanding Customers through the Lifecycle / Strategy****Lecture Topics**

- Diffusion of Innovations
- Understanding customers through the Adoption Lifecycle
- Product categories vs. technology
- The Category Adoption Lifecycle
- Information Economics
- Strategy throughout the Lifecycle

**Reading**

- “*Winners Take All*” Rule 2 – Focus, Win, Grow, Repeat
- “*Winners Take All*” Rule 8 – Design Products and Services that are Easy to Adopt

**Session 4 – April 30 – Partnership / Distribution****Lecture Topics**

- Partnership strategy
- Distribution Strategy
- Brief: Competition

**Reading**

- “*Winners Take All*” Rule 5 – It’s a Risky World. Sell Confidence!
- “*Winners Take All*” Rule 6 – Convert Champions Not Deals

**Session 5 – May 7– Pricing and Guest Speaker****Lecture Topics**

- Switching Costs
- Economic Value to the Customer
- Pricing Strategy

**Guest speaker****Reading**

- “*Winners Take All*” Rule 7 – Choose the Right Partners. Manage them with Clarity.

**Session 6 – May 14 – Case and Guest Speaker****Reading**

- Read and prepare to discuss the “Medicult” case. I will provide sample questions.
- “The Costly War on Cancer: Drugs are Technically Impressive but Must They Cost So Much?”, The Economist, May 26<sup>th</sup>, 2011, <http://www.economist.com/node/18743951>

**Pricing Case**

“Medicult, Pricing a Radical Innovation”, IMD 5-0537, 1999

**Guest Speaker****Session 7 – May 21 – Branding and Promotion Strategy****Lecture Topics**

- Branding Strategy
  - Stories
  - Brand Names
  - Promotion Strategy
  - Social Media
- Go-to-market strategy - putting it all together

**Reading**

- “*Winners Take All*” Rule 4 – Have a Good Story, Communicate it Clearly

**No Class – May 28****Course Project Due – June 2****Session 8 – June 4 – Course Project Presentations****Course Project Presentations****Reading**

- “*Winners Take All*” Rule 9 – You’re Doing Great. Congratulations. Now Change or Die!