ENG M 406 - Adapting Technology to Meet Societal Needs

★ 3 (fi 8) (either term, 3-o-o) Assessing impact of technology on companies and society using marketing principles. How societal issues drive customer needs and how those needs are recognized and met. Topics include pre-engagement strategies (market research methods, customer contact process, customer/client adoption life cycle), engagement strategies (proposal preparation, contract development, and scheduling) and post-engagement strategies (winning contracts and developing long-term sound client relationships). Prerequisites: Open to all third or fourth year engineering students, or consent of instructor.