



EMSE 6035: MARKETING OF TECHNOLOGY

Semester: Spring 2019

Instructor: Professor John P. Helveston

This course provides students with a quantitative foundation for informing design decisions in an uncertain, competitive market. Over the course of the semester, students will apply theory and methods to a team project to assess the market competitiveness of a new product or emerging technology. Topics include consumer choice modeling, programming in R, survey design, conjoint analysis, optimization, market simulation, and professional communication skills. In addition to gaining a theoretical foundation in these topics, students will develop the skills, best practices, and design principles central to using marketing analytics to generate design insights. Students will learn how to analyze data in the R programming language, though no prior programming experience is required. Students are assumed to have working knowledge of multivariable calculus, linear algebra, regression, and probability theory.

**Marketing
Analytics**

Survey Design

Optimization

Conjoint Analysis

Programming in R

**Professional
Communication**



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