

# MGT 8803 Syllabus

Technology Marketing, Section EME, 3 Credits

Summer 2026

## Instructor Information

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## General Course Information

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### Description

This course explores the unique challenges and opportunities of marketing for fast-paced, innovation-driven tech companies. Students will examine how traditional marketing principles are adapted to suit the dynamics of technology markets, including rapid product lifecycles, platform-based competition, network effects, and disruptive innovation.

Through case studies, interactive class discussions, simulations, and hands-on projects, the course emphasizes strategic decision-making in areas such as product positioning, pricing, go-to-market strategies, and customer acquisition in B2B (business to business) and B2C (business to consumer) tech contexts.

### Course Learning Outcomes

Upon successful completion of this course, you should be able to:

- **Analyze the unique characteristics of technology markets** and how they influence marketing strategy, including rapid innovation cycles, network effects, and platform dynamics
- **Apply core marketing principles** to tech products and services, adapting them to fit the context of high-tech industries
- **Develop go-to-market strategies** for new technology offerings, including product launch planning, channel selection, and customer acquisition tactics
- **Evaluate pricing models** commonly used by tech companies, such as freemium, subscription, and usage-based pricing, and assess their strategic implications
- **Critically evaluate real-world case studies** from tech companies to identify best practices and common pitfalls in tech marketing

- **Craft and execute marketing strategies** tailored to the unique needs of technology-driven businesses

### **Required Course Materials**

See the Getting Started module on Canvas.

### **Grading Policy:**

#### *Assignments*

- Simulations (2): 30%
- Case Memos (3): 30%
- Final Project: 20%
- Class Contribution: 20%

#### *Grade Distribution*

- A: 90.0 – 100
- B: 80.0 – 89.9
- C: 70.0 – 79.9
- D: 60.0 – 69.9
- F: Below 60.0

### **Description of Graded Components**

The two simulations involve making decisions in a dynamic business environment and writing a short (1-2 page) report based on your learnings. The case memos are comprised of three short (1-2 page) write-ups that address questions related to business cases we will be discussing in class. The final project is an in-class presentation on a go-to-market strategy for a new technology product or service. Further details on these items are provided on Canvas and will be discussed in class.

Your contribution score will reflect the quality of the contribution you make to the overall class (positive points for comments that build upon the course content, negative points for disruptive behavior or low participation). Peer evaluations will be used to inform the instructor's assessment of individual contributions.

## **Course Policies**

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### **Attendance and Participation**

This course places a strong emphasis on in-class discussion and collaborative learning. Students are expected to attend class and actively contribute to the learning in this course. The overall quality of the learning experience depends significantly on consistent

attendance, active engagement, thorough preparation of reading materials, and thoughtful participation.

### **Academic Integrity**

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. Review [Georgia Tech's Honor Code](#) and the student [Code of Conduct](#).

Any student suspected of cheating or plagiarism on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

### **Accommodations for Students with Disabilities**

If you are a student with learning needs that require special accommodation, [contact the Office of Disability Services](#) (404-894-2563) as soon as possible to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

### **Student-Faculty Expectations Agreement**

At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. [The Student-Faculty Expectations](#) articulate some basic expectations that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.