

ENTR/MARK 7381: Technology Commercialization

Cr. 3.0 (3.0-0). Prerequisites: MARK 6331/6A61. Technology commercialization is the process of converting technological innovations into products or services that can succeed in the marketplace. This course provides an overview of the technology commercialization process with special emphasis on the sub-processes of assessing the commercial potential of a technology and defining a business model.