

California Marketing and Innovation Study Visit

For the Steinbeis School of International Business and Entrepreneurship (SIBE)



At Stanford's d school

Global CONNECT, a unit of UC San Diego Extension, conducts an immersive two-week study visit to California for approximately 25 MBA students from the School of International Business and Entrepreneurship (SIBE), Steinbeis University Berlin, Germany. The program covers a wide range of topics related to understanding key aspects of US company operations and management, with an emphasis on identifying, accessing, and adapting to markets. Classroom sessions are devoted to issues such as principles of marketing, conducting market research, pricing, and cross-cultural management among others.

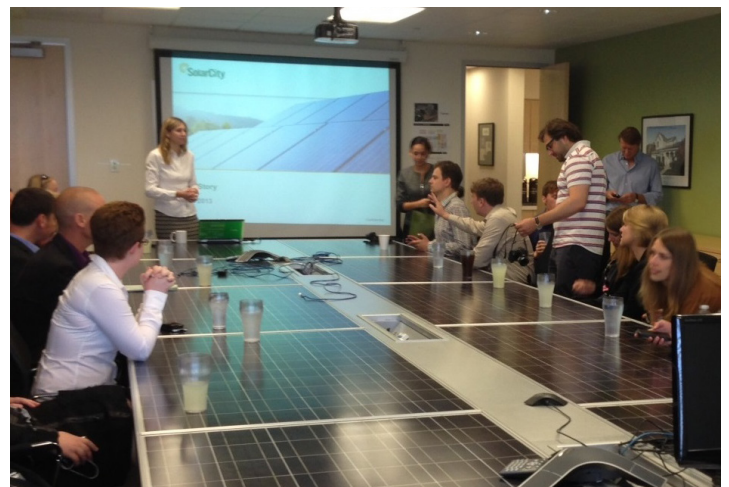
In addition to the classroom-based curriculum, the program includes a practicum built around site visits to innovative companies and organizations in San Diego and the Silicon Valley. These entities included:

- Startup companies and well-established large firms to highlight the different ways in which companies of different sizes and stages of development approach the markets for their products and services. SIBE groups have visited companies such as Oracle,

SRI International, SolarCity, DD Studio, BrightEdge, and Biomatrix.

- UC San Diego and Stanford University to learn about the particular challenges of translating new technology created in an academic laboratory setting into a viable commercial product, as well as efforts to apply design thinking in non-traditional ways
- Marketing and PR firms like Red Door Interactive and Internet Marketing, Inc. that work with technology companies to market and promote products through various strategies and channels
- Public organizations to provide the context for the various regional innovation ecosystems

At the conclusion of the program, students gain insight into creating, capturing, communicating, and delivering value to customers from a US market perspective. Through the site visits, participants meet those involved in identifying their target markets and who their customers are, assessing their competition, creating a compelling value proposition, and developing and implementing strategies for getting to market.



At Solar City



About Global CONNECT™

Global CONNECT™ is an applied research and technical assistance consultancy based within the University of California, San Diego. The experienced and diverse Global CONNECT team focuses on assisting governments, companies, and scholars in building Innovation capacity and accelerating the commercialization of new technologies through customized education and research services.

EDUCATION

- Customized workshops
- Certificate programs
- Youth entrepreneurship programs
- Train-the-trainer programs
- Visiting fellowships

RESEARCH

- Data collection and analysis (regional innovation capacity)
- Learning needs assessment (in connection with educational programs)
- Program evaluation

For more information contact:

Nathan Owens, Director

Tel: +1 858-534-8638

Email: Globalconnect@ucsd.edu

Globalconnect.ucsd.edu