

COURSE DETAIL

NEW PRODUCTS MARKETING

Country

Australia

Host Institution

University of Sydney

Program(s)

University of Sydney

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

124

UCEAP Course Suffix**UCEAP Official Title**

NEW PRODUCTS MARKETING

UCEAP Transcript Title

NEW PRODUCT MARKTNG

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course explores how new products and services are crucial to successful growth and increased profits in many industries. The goal is to help students learn how to develop and market new products and services in both the private and public sectors. A product development assignment is carried out to reinforce the material covered and to provide realistic examples of how new products are designed, tested, and launched.

Language(s) of Instruction

English

Host Institution Course Number

MKTG3114

Host Institution Course Title

NEW PRODUCTS MARKETING

Host Institution Campus

sydney

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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