

# 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 Course Details

<https://sydney.edu.au/courses/units-of-study/2018/mktg/mktg3114.html>

## Host Institution Campus

sydney

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Business

## Course Last Reviewed

2024-2025

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