

COURSE DETAIL

NEW PRODUCT MANAGEMENT

Country

Hong Kong

Host Institution

Chinese University of Hong Kong

Program(s)

Chinese University of Hong Kong

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

125

UCEAP Course Suffix**UCEAP Official Title**

NEW PRODUCT MANAGEMENT

UCEAP Transcript Title

NEW PRODUCT MGMT

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

The new product market is growing fast in the past few years. On one hand, it gives marketers a greater opportunity to approach consumers directly, customize products and services for different groups of consumers, and eventually become more profitable. On the other hand, new product market is characterized by growth patterns exhibiting a high degree of uncertainty that makes them exceptionally difficult to predict and forecast. This course introduces theories (e.g., diffusion theory) and best practices in new product management; presents how to use the diffusion model to predict the sales of new products and analyze customer life time value in this market; and teaches how to make comprehensive marketing plans in the new product market.

Language(s) of Instruction

English

Host Institution Course Number

MKTG4150

Host Institution Course Title

NEW PRODUCT MANAGEMENT

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

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