# COURSE DETAIL

| NEW PRODUCT MANAGEMENT |
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| **Country**<br>Hong Kong |
| **Host Institution**<br>Chinese University of Hong Kong |
| **Program(s)**<br>Chinese University of Hong Kong |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>125 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>NEW PRODUCT MANAGEMENT |
| **UCEAP Transcript Title**<br>NEW PRODUCT MGMT |
| **UCEAP Quarter Units**<br>4.50 |
| **UCEAP Semester Units**<br>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 Course Details**

**Host Institution Campus**

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
Marketing

**Course Last Reviewed**

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