# COURSE DETAIL

| NEW PRODUCTS AND PRODUCT MANAGEMENT |
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| **Country**<br>Italy |
| **Host Institution**<br>University of Commerce Luigi Bocconi |
| **Program(s)**<br>Bocconi University |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Communication Business Administration |
| **UCEAP Course Number**<br>158 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>NEW PRODUCTS AND PRODUCT MANAGEMENT |
| **UCEAP Transcript Title**<br>NEW PRODUCTS&MGMT |
| **UCEAP Quarter Units**<br>6.00 |
| **UCEAP Semester Units**<br>4.00 |

**Course Description**

This course focuses on how to create value and growth through innovation in new and existing markets. The course includes a general overview of reasons for success or failure of new products as well as techniques on how to identify opportunities for successful product/service innovations. Students examine the skills of innovation and how to apply those skills within the context of a marketing strategy framework. Students apply innovation methods across a wide variety of product and service categories. The course is taught using interactive workshop methods and techniques. Students first experience these facilitation techniques while learning innovation.

**Language(s) of Instruction**
English

**Host Institution Course Number**
30259

**Host Institution Course Title**
NEW PRODUCTS AND PRODUCT MANAGEMENT

**Host Institution Course Details**
https://didattica.unibocconi.eu/ts/tsn_anteprima.php?cod_ins=30259&anno=2024&Id...

**Host Institution Campus**
Bocconi University

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
Marketing

**Course Last Reviewed**
2023-2024

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