

# COURSE DETAIL

## NEW PRODUCTS AND PRODUCT MANAGEMENT

**Country**

Italy

**Host Institution**

University of Commerce Luigi Bocconi

**Program(s)**

Bocconi University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication Business Administration

**UCEAP Course Number**

158

**UCEAP Course Suffix****UCEAP Official Title**

NEW PRODUCTS AND PRODUCT MANAGEMENT

**UCEAP Transcript Title**

NEW PRODUCTS&MGMT

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

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 Campus

Bocconi University

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Marketing

[Print](#)