

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 Course Details

https://didattica.unibocconi.eu/ts/tsn_anteprema.php?cod_ins=30259&anno=2024&ld...

Host Institution Campus

Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

Course Last Reviewed

2023-2024

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