

COURSE DETAIL

NEW PRODUCT DEVELOPMENT AND MARKETING

Country

Taiwan

Host Institution

National Taiwan University

Program(s)

National Taiwan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

114

UCEAP Course Suffix**UCEAP Official Title**

NEW PRODUCT DEVELOPMENT AND MARKETING

UCEAP Transcript Title

NEW PROD DEVT MKTG

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course focuses on understanding the field of new product development and innovation from a marketing perspective. It is designed to gain an understanding of the important theories and conceptual frameworks for new product marketing as well as the tools and techniques to prepare a logical and reliable marketing plan for a new product.

This course takes an applied approach and focuses on applying conceptual learning to cases and projects. It will be taught through a combination of interactive lectures, class discussions, interactive activities and seminars, case studies, and team projects.

Language(s) of Instruction

English

Host Institution Course Number

MBA5036

Host Institution Course Title

NEW PRODUCT DEVELOPMENT AND MARKETING

Host Institution Campus

Host Institution Faculty

College of Management

Host Institution Degree

Host Institution Department

Department of Business Administration

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