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 Course Details
https://nol.ntu.edu.tw/nol/coursesearch/print_table.php?course_id=741%20U9610&c...

Host Institution Campus

Host Institution Faculty
College of Management

Host Institution Degree

Host Institution Department
Department of Business Administration

Course Last Reviewed

2023-2024

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