

COURSE DETAIL

PRODUCT DEVELOPMENT AND MARKETING

Country

Italy

Host Institution

University of Bologna

Program(s)

University of Bologna

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

167

UCEAP Course Suffix**UCEAP Official Title**

PRODUCT DEVELOPMENT AND MARKETING

UCEAP Transcript Title

PRODUCT DEV&MRKT

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course is part of the Laurea Magistrale degree program and is intended for advanced level students. Enrollment is by permission of the instructor. This course provides students with the advanced understanding of the main challenges associated with the development of new products. More specifically, at the end of the course students are able to: design a new product development process; analyze the competitive advantage of a new idea; assess a new product idea's value; make decision on whether or not a new product idea should/should not be launched in the market.

The course content is divided into five parts:

- 1) The new product development process. New product development as a process. The relationship between Research and Development.
- 2) Identification of opportunities. Ideas generation. Need analysis and classification.
- 3) Turn the consumer insight into a product. Preference analysis and concept development.
- 4) Concept testing and sales forecasting. Evaluating the market potential
- 5) New product Launch. Launching strategies, new product adoption and diffusion

Language(s) of Instruction

English

Host Institution Course Number

B5175

Host Institution Course Title

PRODUCT DEVELOPMENT AND MARKETING

Host Institution Course Details

<https://www.unibo.it/en/study/course-units-transferable-skills-moocs/course-uni...>

Host Institution Campus

BOLOGNA

Host Institution Faculty**Host Institution Degree**

LM in BUSINESS ADMINISTRATION

Host Institution Department

MANAGEMENT

Course Last Reviewed

2025-2026

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