

COURSE DETAIL

NEW PRODUCT DEVELOPMENT AND MARKETING

Country

Korea, South

Host Institution

Korea University

Program(s)

Korea University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

141

UCEAP Course Suffix**UCEAP Official Title**

NEW PRODUCT DEVELOPMENT AND MARKETING

UCEAP Transcript Title

NEW PRODUCT DEVELOP

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course covers marketing concepts, terms, theories, and tools necessary for the successful development of new products from idea generation to launch.

Topics include the role of innovation and new product development in organizations and society, Success and failure for industrial and consumer innovations, the new product development process, Strategic planning, Product concepts, New product ideas: problem-based and dimensional approaches, Concept/product evaluation, Demand and forecasting estimation, Product protocol/design, Development.

In addition to mid-term and final exams, students complete a class project including a presentation and report.

Language(s) of Instruction

English

Host Institution Course Number

BUSS407

Host Institution Course Title

NEW PRODUCT DEVELOPMENT AND MARKETING

Host Institution Course Details

<https://sugang.korea.ac.kr>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2025-2026

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