

# 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

[Print](#)