You Should Take This Class If You

- Want to Develop and Launch Successful New Products and Services
- Want to Use Sophisticated Customer Insights to Create Innovations
- Want to Combine Creativity and Analytics to Develop New Product Offerings with Compelling Value for Customers

Course Description

In this course, you will learn how to identify new product and service opportunities and generate new concepts, how to test customer reactions to new product ideas and predict demand, and how to develop a marketing program for launching new products and services. A variety of cases and examples of new product development will be analyzed in a variety of different companies and industries, including consumer packaged goods, service offerings, high technology products, and entertainment. You will develop and test a new product or service idea in a hands-on group project.

Deliverables

- Class Participation
- Individual Case Analyses
- New Product Development Group Project
- Exam

Course Essentials

16530
Monday, Wednesday
12:30-1:50pm

Professor Dennis Schorr
HOH 620
dschorr@marshall.usc.edu
(213) 740-5041