Overview

The development and commercialisation of new products and services is a core business function for most organisations. The purpose of this course is to develop a solid understanding of new product and service development from a strategic marketing and management perspective. The topics cover a) the strategic basis for product development including sources and types of innovation, market entry timing, product market structure and competition, disruptive and entrepreneurial innovation, and the development of new services and service bundles; b) marketing research techniques for new product development including user and lead user analysis, conjoint analysis, and pre-market forecasting; and c) the management of the new product development process including collaboration and networks as well as strategies for launching and marketing new products and services.
Faculty
UNSW Business School

School
School of Marketing

Study Level
Postgraduate

Offering Terms
Term 3

Campus
Kensington

Indicative contact hours
4

Timetable
Visit timetable website for details
Conditions for Enrolment

Prerequisite or Corequisite: MARK5700 or MARK5800; OR enrolment in program 8281 or 8282 or 8291
Course Outline

To access course outline, please visit:

MARK5813 Course Outline
Fees

Commonwealth Supported Students   $1395
Domestic Students                $4410
International Students           $6030

DISCLAIMER
Please note that the University reserves the right to vary student fees in line with relevant legislation. This fee information is provided as a guide and more specific information about fees, including fee policy, can be found on the fee website.

For advice about fees for courses with a fee displayed as "Not Applicable", including some Work Experience and UNSW Canberra at ADFA courses, please contact the relevant Faculty.

Where a Commonwealth Supported Students fee is displayed, it does not guarantee such places are available.
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

Pre-2019 Handbook Editions
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Authorised by Deputy Vice-Chancellor (Academic)
CRICOS Provider Code 00098G
ABN: 57 195 873 179