

2605331

New Product Development and Customer Value Creation

3(3-0-6)

NEW PROD DEV VALUE

Course Condition: Prerequisite 2605311

Value creation concept; value creation process related to new product development; meaning and importance of new product development toward marketing management; categories of new product development; new product development process and value creation; success factors and the failure in new product development; management of new product development team; strategic planning for new product development; case studies of new product development.