NOTE: Even though this course is offered in Quarter 4, you must register for it before the course selection deadline posted by the Registrar’s office: February 1, 2016

UNIVERSITY OF PENNSYLVANIA
THE WHARTON SCHOOL

New Product Management
Spring 2016

MKTG221002
TR 9:00 am - 10:20 am
Q4 - March 15 - April 26

COURSE SYLLABUS

Instructor: Dr. Robert Meyer
Office: 770 JMHH
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MKTG 221 - NEW PRODUCT MANAGEMENT

Examination of the marketing aspects of products or services exclusive of their promotion, pricing or distribution. Focuses on decisions regarding product introduction, positioning, improvements, and deletion, and the tools available for making these decisions.

Prerequisites: MKTG 101; NOTE: Students may not take this course and MKTG 232 for credit.