

**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**

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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.