

**UNIVERSITY OF PENNSYLVANIA  
THE WHARTON SCHOOL**

**MKTG721002  
New Product Management**

**Spring 2016  
Q4 TR 10:30 am - 11:50 pm  
COURSE SYLLABUS**

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**Instructor:** Dr. Robert Meyer office: 770 JMHH  
Phone: (215) 898-1826  
Email: [meyerr@wharton.upenn.edu](mailto:meyerr@wharton.upenn.edu)

## **MKTG 721 - NEW PRODUCT MANAGEMENT**

**(Formerly MKTG753.)** The development of new products (goods or services) is an intensively cross-functional process. This course examines that process from the marketing perspective and identifies the key points of contact with operations, finance, organizational policy, and strategic planning. Thus, this course is very much concerned with ideas and how to select the best ideas and make them a reality. The main objectives of the course are (1) to familiarize students with the strategies, frameworks, conceptual tools, and types of marketing research that are considered best practices in the development of new products and (2) to give students the opportunity to apply some of these ideas and methods in the evaluation of a specific product concept, customizing the learning experience to their own needs and interests.

**Prerequisites:** MKTG 611

**Other Information:** Format: Lectures, cases, simulations, class discussions, and guest speakers.