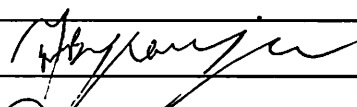
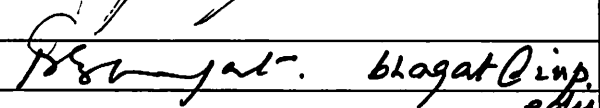

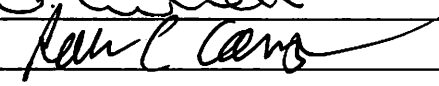
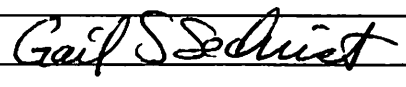


LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		10-68a.	AP 3/29/11	App-4/19/11

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person Parimal S. Bhagat	Email Address bhagat@iup.edu
Proposing Department/Unit Marketing	Phone 724-357-3315

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply)		
<input checked="" type="checkbox"/> New Course	<input type="checkbox"/> Course Prefix Change	<input type="checkbox"/> Course Deletion
<input type="checkbox"/> Course Revision	<input type="checkbox"/> Course Number and/or Title Change	<input type="checkbox"/> Catalog Description Change
<i>Current Course prefix, number and full title</i>		<i>Proposed course prefix, number and full title, if changing</i>
MKTG 443/543 New Product Design and Branding		
2. Additional Course Designations: check if appropriate		
<input type="checkbox"/> This course is also proposed as a Liberal Studies Course.	<input type="checkbox"/> Other: (e.g., Women's Studies, Pan-African)	
<input type="checkbox"/> This course is also proposed as an Honors College Course.		
3. Program Proposals		
<input type="checkbox"/> New Degree Program	<input type="checkbox"/> Program Title Change	<input type="checkbox"/> Other
<input type="checkbox"/> New Minor Program	<input type="checkbox"/> New Track	<input type="checkbox"/> Catalog Description Change
<input type="checkbox"/> Program Revision		
<i>Current program name</i>		<i>Proposed program name, if changing</i>
4. Approvals		
Department Curriculum Committee Chair(s)		Date 03/1/11
Department Chair(s)	 bhagat@iup.edu	3/1/11
College Curriculum Committee Chair		3/1/11
College Dean		3/1/11
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs		3-31-11

* where applicable

Received

MAR 7 2011

Liberal Studies

orig. to Grad. School 4-4-11

APPENDIX D

GRADUATE CURRICULUM AUTHORIZATION FORM

Check As Appropriate:

- Expedited Review
Level I => New Program or Program Revision
Level II => Degree Program Revision or New/Revised COR
Level III Minor Program Revision
Application for COR Renewal
Deletion Course or Track or Minor or Program
Variability in Program Delivery
Program Reactivation
X New Course => Enter CIP Code (Contact Registrar's Office): 999999
Major Course Revision
Minor Course Revision
X Dual-Level or Cross Listing
Distance Education

Description of Proposal: MKTG 443/543 New Product Design and Branding (New Dual Level Offering)

Department: Marketing
Author or Contact Person: Parimal Bhagat (bhagat@iup.edu)

SIGNATURES OF APPROVAL

Academic Integrity Resource Implications Email Address Date
Department Curriculum Committee Chair: [Signature] 3/1/11
Department Chair: [Signature] bhagat@iup.edu 3/1/11
TECC Chair:
College Curriculum Committee Chair: [Signature] 3/1/11
College Dean: [Signature] 3/3/11
Graduate Dean:
Provost:
Graduate Com. Chair:

COMMENTS:

APPROVE EXPEDITED REVIEW

Dean's Associate, SGSR Dean, SGSR Provost UWGC Chairs
If any signatory above wishes to decline expedited review, write "Decline" on the appropriate signature line and return the proposal to the SGSR Dean's Associate.
To sign off on resource implications, confirm that detailed justification of resource sufficiency has been made and approved.

B. Proposal Format and Content

B1. Graduate Curriculum Authorization Form (Appendix D)

Attached as cover page.

B2. Course Description and Particulars

a. Attachments:

- i. Course Syllabus: Attached
- ii. Bibliography: provided in the attached syllabus of record

b. Rationale: The domain of new products includes the design, branding and launch is an essential area of marketing as it is integral to the Product aspect of the four P's of marketing. This course will be one of the electives for the Marketing Concentration part of the MBA program. The course will require the graduate core course in marketing (MKTG 603) as it's prerequisite. The four hundred level of the course will be offered as an elective for undergraduate marketing and related majors.

c. Other courses or programs:

- (i) The course content will not overlap with any course offered by other departments.
- (ii) No other department is planning to use this course as a requirement or elective.

d. Variable credit: This course will be not offered on a variable credit.

e. Teaching Plans: It will be primarily a lecture-based course and will be taught by one instructor.

f. Special Topics: A similar version of this course (MKTG481 Product Design and Development) has been offered twice as a Special Topics class.

g. Comparisons: Attached

h. Standards: The Association to Advance Collegiate Schools of Business – International (AACSB) recommends, but does not require, this course in its accreditation standards.

B3. Implementation

- a. Resources: The corresponding proposed undergraduate course will perhaps be offered once a year. The dual listed course will follow the same pattern without impacting any resource issue. This elective will be rotated with the other electives in the program and thereby not require any additional resources.
- b. Frequency: The course may be offered once a year as a dual-level course.
- c. Enrollment: About 35 students. There are no additional constraints on class size.

B4. Catalog Description

Attached

B5. Logistics

- a. START TERM: Fall 2011
- b. The registrar's office has confirmed that the course number is available.
- c. CIP code is 999999.
- d. CATALOG TERM is Fall 2011.

B6. Miscellaneous None

Catalog Description

MKTG 443/543 New Product Design and Branding
3c-01-3cr

This course discusses the new product design, development, branding and launch process companies use to bring a new concept to market by satisfying customer's unmet needs. It blends the perspectives of marketing, design, and the process of product creation. A step-by-step process from product planning and concept generation to commercialization and product launch planning will be covered.

Prerequisite:

For MKTG 443: MKTG 320 Principles of Marketing

For MKTG 543: MKTG 603 Marketing Management

SAMPLE SYLLABUS OF RECORD

I. CATALOG DESCRIPTION:

MKTG 443 NEW PRODUCT DESIGN AND BRANDING 3 class hours
0 lab hours
3 credits
(3c-01-3cr)

MKTG 543 NEW PRODUCT DESIGN AND BRANDING 3 class hours
0 lab hours
3 credits
(3c-01-3cr)

Prerequisite:

For MKTG 443: MKTG 320 Principles of Marketing

For MKTG 543: MKTG 603 Marketing Management

Discusses the new product design, development, branding and launch process companies use to bring a new concept to market by satisfying customer's unmet needs. It blends the perspectives of marketing, design, and the process of product creation. A step-by-step process from product planning and concept generation to commercialization and product launch planning will be covered.

II. COURSE OUTCOMES:

Upon completion of the course students will be able to:

MKTG 443 (undergraduate students):

1. Demonstrate an understanding of the key concepts, processes and tools used in product design and planning.
2. Examine the new product creation and innovation process as a means to identifying and satisfying customer's unmet needs.
3. Evaluate and assess markets and consumer segments for devising successful market launch strategies.
4. Understand the brand design and development process for a newly designed product.

MKTG 543 (graduate students):

In addition to the above:

5. Design a virtual or tangible prototype showing the key attributes of the new product.
6. Develop a complete market launch plan for the initial geographical target market.

The primary course outcomes will be achieved through lectures, assigned readings, quizzes, case analysis and a group project. These outcomes will be integrated throughout the course as described in the course outline and evaluation methods provided below.

III. COURSE OUTLINE:

A. Opportunity Identification/Selection (6 hours) (Outcomes 1, 2)

The New Product Process
Opportunity Identification and Selection
Preparation and alternatives

QUIZ #1

B. Concept Generation (6 hours) (Outcomes 1, 2)

Problem-based Ideation
Analytical attribute approaches

CASE #1 Innovation in the Toy Industry

QUIZ #2

C. Concept/Project Evaluation (9 hours) (Outcomes 1, 2, 3, 6)

Concept Evaluation System
Sales Forecasting and Financial Analysis

CASE #2 Dell Inc.

QUIZ #3

D. Design & Development (9 hours) (Outcomes 1, 2, 3, 5)

Design techniques and approaches
Product Use Testing
Market Testing

CASE #3 The MINI**QUIZ # 4****E. Branding and Product Launch (9 hours) (Outcomes 1, 4, 6)**

Brand name selection
Brand and Package Design
Strategic Launch Planning

CASE #4 Gillette Mach3**QUIZ # 5****GROUP PRESENTATIONS (3 hours)****FINAL EXAM (According to the IUP final exam schedule) (2 hours)**

IV. EVALUATION METHODS:

Your grade will reflect your performance regarding successful completion of assigned case analysis and discussion questions, quizzes, and a group new product management project. The group new product management project will include all the stages of planning a new product design, development and launch. As such, the following tasks are required and described below:

Quizzes:

The questions will be multiple choice type based on textbook content, articles or handouts and class discussions.

Case Discussions:

All students should read each case before it is discussed in class and submit the 1-page (2-page for graduate students) position paper (structured into key issues with recommendations; 1 ½" line spacing, 11-12 point font size, maximum 1" margins) at the time of scheduled discussion to receive credit.

Selected GRADUATE STUDENTS will present each case and facilitate the discussion. The use of visuals such as PowerPoint's or overhead transparencies is required. The visual must be large enough to be read from the back of the classroom.

Group Project:

Student groups should follow these guidelines for the project:

PROJECT EVALUATION GUIDELINES

1. Scan the business environment to identify trends.
2. Identify opportunity areas of unmet customer needs.
3. Generating alternatives using problem-based ideation or other creative thinking techniques.
4. Perform an Initial Screen of ideas based on criteria related to Marketing, Technology, and Design.
5. Full Screen: Use a detailed list of criteria with weights for each to compare the remain alternate product ideas and determine the final Product Concept for further development.
6. Specific the Augmented Product Concept including: Core benefit, Formal product, Augmentation, Functions, Features, Detailed technical specifications, and **Bill of materials needed to make the product.**
7. Prepare and conduct Concept Test using Concept Cards, Diagrams/sketches, cut-outs, **3D**

imaging, dimensions and tech specifications.

[GRADUATE STUDENTS ONLY]

Market Research Techniques: Focus Group Interviews or Key User Interviews

8. Prototype development [GRADUATE STUDENTS ONLY]
9. Establish Market Feasibility and determine branding strategy.
10. **[GRADUATE STUDENTS ONLY]: *Market Launch Planning***
 - **Branding**
 - Brand extension or new brand – name and design
 - Brand USP and/or slogan
 - **Packaging**
 - Legal and other text
 - Design
 - **Pricing: cost, competitor, consumer factors.**
 - **Distribution**
 - Channel type and intensity;
 - **Launch promotion**
 - Key communication message and target audience specification
 - Launch tools for maximum impact
 - Launch schedule

Class Participation:

This item will be evaluated based on class discussions of articles and readings as well as other in-class assignments. Attendance is required for receiving credit for class participation.

GRADING POLICY IS AS FOLLOWS:

For MKTG 443:

QUIZZES (Five Quizzes) (Five Quizzes / 5% each)	[Objectives 1,2,3,4]	25%
CASE DISCUSSIONS (Four Cases) (Four Cases / 5% each)	__[Objectives 2,3,4]	20%
GROUP PROJECT (One Group Project) (Group Project / 40%)	[Objectives 3, 4]	40%
CLASS PARTICIPATION	[Objective 1]	<u>15%</u>

TOTAL GRADE 100%

For MKTG 543:

QUIZZES (Five Quizzes) (Five Quizzes / 3% each)	15%
CASE DISCUSSIONS (Four Cases) (Four Cases / 5% each)	20%
GROUP PROJECT (One Group Project) (Group Project / 40%)	40%
PROTOTYPE [Objective 5]	5%
MARKET LAUNCH PLAN [Objective 6]	5%
CLASS PARTICIPATION	<u>15%</u>

TOTAL GRADE 100%

V. Grading Scale:

Sample grading scale:

For MKTG443: A \geq 90, B = 80-89, C = 70-79, D = 60-69, and F < 60

For MKTG543: A \geq 90, B = 80-89, C = 70-79, and F < 70.

VI. Attendance Policy

Class participation will be strongly encouraged. Ideas, thoughts, and opinions presented by the student during class discussions will be the primary basis for this grade. Students will reflect on various perspectives and provide critical thinking regarding relevant issues for class discussions.

VII. REQUIRED textbooks, supplemental books, and readings:

TEXT

New Products Management, 10th edition by Merle Crawford and Anthony Di Benedetto; McGraw-Hill/Irwin 2011.

VIII. BIBLIOGRAPHY:

Books

(IUP Library call numbers follow the citation)

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Course Analysis Questionnaire

A. Details of the Course

- A1. This course is one of the controlled electives for students in the BS in Marketing Program. This course is not intended to be a Liberal Studies course.
- A2. This course does not require changes in any other course in the department. A program revision of the BS in Marketing will include this course among the controlled electives.
- A3. This course has been offered twice as a special topics course MKTG481 Product Design and Development.
- A4. This course is expected to be offered at the dual level.
- A5. This course is not to be taken for variable credit.
- A6. Similar courses are offered at the following institutions, among others:

University of California, Berkeley, CA [290N (MBA) Managing the New Product Development Process]

University of Minnesota, MN [ENTR 6041-6042 New Product Design and Development]

Massachusetts Institute of Technology, MA [15.828 Design and Marketing New Products]

Rochester Institute of Technology, NY [MPD Excellence in New Product Development]

- A7. No professional society, accrediting authority, law or other external agency recommends or requires the content or skills of this proposed course.

B. Interdisciplinary Implications

- B1. This course will be taught by one instructor.
- B2. The content of this course does not overlap with any other at the University.
- B3. This course is not cross-listed.

C. Implementation

- C1. No new faculty member is required to teach this course. The assigned instructor will adjust his or her schedule to allow for this course. This course will be counted as one preparation and three hours of equated workload.
- C2. Other resources:
 - a. Current space allocations are adequate to offer this course.
 - b. No special equipment is needed for this course.
 - c. No laboratory supplies are necessary for this course.
 - d. Library holdings are adequate.
 - e. No travel funds are needed for this course.
- C3. No grant funds are necessary to provide supplementary materials.
- C4. This course will be offered every other semester.
- C5. One section will be offered at a time.
- C6. Up to 35 students can be accommodated in this class in which students do a considerable amount of research, writing and development.
- C7. No professional society recommends enrollment limits or parameters for this course.
- C8. This course does not involve the use of distance education.

D. Miscellaneous

No additional information is necessary.

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RIT Master of Science in Product Development - MPD

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- [Overview](#)
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- [Frequently Asked Questions](#)

Core Courses

Excellence in New Product Development

Success in today's competitive global economy depends substantially on a firm's ability to define, develop, and introduce outstanding new products more efficiently and effectively than its competitors. This course introduces students to best practices and attributes of world-class product development leaders and organizations. Critical success factors and inhibitors to the commercialization of complex products and systems are discussed, along with state-of-the-art methodologies, processes, and tools. Emphasis is placed on the role of the product development manager in leading product strategy, high performing product development teams, and transformational initiatives essential to competitiveness (4 credits).

Systems and Project Management

Systems and Project Management ensures progress toward objectives, proper deployment and conservation of human and financial resources, and achievement of cost and schedule targets. The focus of the course is on the utilization of a diverse set of project management methods and tools. Topics include strategic project management, project and organization learning, cost, schedule planning and control, structuring of performance measures and metrics, technical teams and project management, information technology support of teams, risk management, and process control. Course delivery consists of lectures, speakers, case studies, and experience sharing, and reinforces collaborative project-based learning and continuous improvement.) (4 credits) (W, S-MPD only)

Engineering of Systems I, II

The engineering of a system is an essential aspect of its development that focuses on the overall concept,

GENERAL CATALOG

UNIVERSITY OF CALIFORNIA, BERKELEY

[UNDERGRAD/GRAD EDUCATION](#)[COURSES/CURRICULA BY DEPT](#)[COURSE SEARCH](#)[RELATED SITES](#)[GET A PDF/PRINT CATALOG](#)[Home](#) > [Course Search](#) >**Search Results**

There were 10 matches to your request:
(from the 2009-2011 General Catalog updated as of January 27, 2011)

Global Strategy and Multinational Enterprise -- Evening and Weekend Master's in Business Administration (EWMBA) 299B [2,3 units]

Course Format: Two to three hours of lecture per week.

Prerequisites: All core courses.

Formerly Business Administration E286

Description: Identifies the management challenges facing international firms. Attention to business strategies, organizational structures, and the role of governments in the global environment. Special attention to the challenges of developing and implementing global new product development strategies when industrial structures and government policies differ. Efficacy of joint ventures and strategic alliances. Implications for industrial policy and global governance. (F,SP) Staff

Design as Strategic Management Issue -- Master's in Business Administration (MBA) 290D [2 units]

Course Format: Two hours of lecture per week.

Prerequisites: Graduate standing.

Formerly Business Administration 290K

Description: This course is a study of product design, facilities design, and corporate identity design. It will cover how these design strategies are integral to product development and influence customer satisfaction, quality issues, manufacturing procedures, and marketing tactics. (F,SP)

Managing the New Product Development Process -- Master's in Business Administration (MBA) 290N [3 units]

Course Format: Three hours of lecture per week.

Prerequisites: Graduate standing.

Formerly Business Administration 290A

Description: An operationally focused course that aims to develop the interdisciplinary skills required for successful product development. Through readings, case studies, guest speakers, applied projects, and student research, students discover the basic tools, methods, and organizational structures used in new product development management. Course covers process phases: idea generation, product definition, product development, testing and refinement, manufacturing ramp-up and product launch. (F,SP)

Global Strategy and Multinational Enterprise -- Master's in Business Administration (MBA) 299B [2,3 units]

Course Format: Two to three hours of lecture per week.

Prerequisites: All core courses.

Formerly Business Administration 299E

Description: Identifies the management challenges facing international firms. Attention to business strategies, organizational structures, and the role of governments in the global environment. Special attention to the challenges of developing and implementing global new product development strategies when industrial structures and government policies differ. Efficacy of joint ventures and strategic alliances. Implications for industrial policy and global governance. (F,SP)

Development of Biopharmaceuticals -- Chemical Engineering (CHM ENG) 295D [2 units]

Course Format:

Description: This course will present the process of taking a discovered biological activity through steps leading to a

New Product Design and Business Development Course

Too frequently management and engineering schools view themselves as being in different universes. As a result technology management and new product design is often beyond the scope of most business curricula, and marketing and business strategies are rarely addressed in most engineering schools. The Carlson School of Management and the College of Science and Engineering at the University of Minnesota have developed one of the few programs in technology management and new product development to successfully bridge this divide, the New Product Design and Business Development course (NPDBD).

With its focus on technology management and new product development, the NPDBD course will challenge you to learn valuable new skills such as the ability to define and achieve both short and long term technical and business goals. You will learn to develop cross-platform strategies—and act on them. You will gain experience leading groups with divergent skills and backgrounds, and learn how to work with science or engineering specialists and business management teams. You will work on real projects for corporations involved in developing new products that require cross-functional teamwork.

The process begins with the recruitment of sponsor companies that have a desire to develop innovative, technology-based products for new markets. Graduate-level students from the College of Science and Engineering, including mechanical, electrical and biomedical engineering, and management students from the Carlson School are asked to rank their preferences for the sponsors' projects. Assignments are based on these preferences and project requirements.

With the help of faculty advisors from the participating colleges and corporate mentors from the sponsor companies, you will design and produce prototype products for target markets.

You will conduct research to identify needs and preferences in those markets and develop comprehensive business plans.

As you participate in all of the steps necessary to produce a viable product, you will learn the difference between a plan on paper and the reality of a rapidly evolving technical product market. Ultimately, your success will be measured by the potential value and acceptance of the product in the target markets.

Everyone wins. Sponsor companies keep the intellectual property and gain access to the University's faculty, facilities, and best students. You win by working with leading companies on cross-disciplinary teams managing technology for real-world products. The University wins by developing long-term relationships with partner companies for future collaborations. Finally, the program builds bridges between business management and engineering and science education.

NPDBD has completed over 80 projects, successfully placed several products on the market, and generated many patents.

Projects completed in 2009-10

Medtronic: assessing the efficacy of lesions in the heart

GT Urological: assisting males with mild urinary stress incontinence

VivoSense: assessing the viability of biological tissue in organs during the transplant process

Best Buy: effectively displaying merchandise

Tennant: cleaning and sanitizing in food processing plants

Ethicon Endo-Surgery: electroporation ablation in the esophagus

For course information please see the other side.

Innovations in Education

The Carlson School of Management and the College of Science and Engineering offers a course that bridges education, technology application, and product design. It was developed for students interested in working with corporate partners on new technology and product development.

A Course in New Product Design and Business Development

Student Information



<http://www.npdbd.umn.edu>

The New Product Design and Business Development Course

An Educational Collaboration Between the Carlson School of Management and the College of Science and Engineering

Description

This is a nine-month intensive course. Graduate-level engineering and business students work in teams on actual product development projects sponsored by business organizations.

As an NPDBD student, you will design prototype products and develop business plans for commercialization.

This course includes lectures, workshops, guest speakers, team meetings, and company visits.

For more information, please contact

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The 2008 ConAgra Team

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The New Product Design and Business Development course is offered through the following schools and departments.

Mechanical Engineering ME 8221 and 8222

4.0 credits per semester
Prerequisite: CSE grad student, some design experience; 8221 & 8222 must be taken in sequence the same year. A-F or Aud, fall & spring.

Biomedical Engineering BMEN 8401 and 8402

4.0 credits per semester
Prerequisite: CSE grad student, some design experience, 8401 & 8402 must be taken in sequence in the same year, A-F or Aud, fall & spring.

Carlson School of Management Entrepreneurship ENTR 6041 and 6042

4.0 credits per semester
Additional 2.0 credits in Spring B Term or first year for MBA day students to meet enterprise requirement of 10 credits
Prerequisite: CSOM student; 6041 & 6042 must be taken in sequence in the same year, A-F only, fall & spring.

<http://www.npdbd.umn.edu>

Go to: [Carlson School of Management](#) : [Mechanical Engineering Dept](#) : [Biomedical Engineering Dept](#) : [U of M Home](#)



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NEW PRODUCT DESIGN AND BUSINESS DEVELOPMENT

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New Product Design and Business Development

Course Syllabus

ME 8221-8222, BMEN 8401-8402, ENTR 6041-6042

Overview

New Product Design and Business Development is a 2-semester, graduate level course jointly offered by the Carlson School of Management, the Department of Mechanical Engineering and the Department of Biomedical Engineering. Teams of students (1/2 engineering, 1/2 business), faculty and company representatives work together over nine months to develop a working prototype product and business plan for the sponsoring company. Products are real and are taken through launch by the sponsoring companies. Each project addresses market feasibility (what is the need and do customers want the product), technical feasibility (engineering design, prototyping, and manufacture), and financial feasibility (how much money will the company make). The overall objectives of the course are to (1) train product development leaders and (2) return value to the sponsoring company.

Specific learning objectives include:

- ability to work with engineering or science specialists and business management teams
- ability to define and achieve both short and long term technical and business goals
- understanding the proven steps necessary to produce a viable product
- understanding the difference between a plan on paper and the reality of a rapidly evolving technical product market

Students: Read this syllabus to understand how the course works from the student perspective. Also read the other documents on the course web page (www.npd.bd.umn.edu). For example, the "Information for Project Sponsors" document will help you understand how the course is viewed by the companies, and the links to deliverables on the schedule gives an indication of what each team is responsible for.

This is a 2-semester course and you cannot enroll for one semester only.

Staff

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MIT Sloan School of Management Course Description**Design and Marketing New Products****Subject:** Marketing

Description: Practical introduction to the process of designing and marketing new products. Covers the major phases of product development: opportunity identification (customer input, generating ideas, market definition), product design and positioning, pre-market testing and forecasting, launch marketing, and managing the life cycle. Presents proven techniques, but emphasizes state of the art methods like "listening in", virtual customer, information acceleration, and trust based marketing. Group project allows students to apply lessons to the design and marketing of a hydrogen fueled vehicle.

Course #: 15.828**Professor(s) who recently taught this course:**

Glen Urban

Academic Programs

Marketing

Course listings are intended to provide a window onto MIT Sloan course offerings. Course names, numbers and descriptions are subject to change. For definitive course information, please see the [MIT Course Catalogue](#).

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Applied Individual Psychology	<u>15.844</u>
Branding	<u>15.846</u>
Consumer Behavior	<u>15.847</u>
<u>Design and Marketing New Products</u>	<u>15.828</u>
Entrepreneurial Marketing	<u>15.835</u>
Foundations of Consumer Centric Technologies	<u>15.819</u>
Listening to the Customer	<u>15.821</u>
Marketing Management	<u>15.810</u>
Marketing Management — MIT Sloan Fellows	<u>15.809</u>
Marketing Models	<u>15.848</u>
Marketing Strategy	<u>15.834</u>
New Product and Venture Development Proseminar	<u>15.836</u>
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Strategic Market Measurement	<u>15.822</u>
Workshop in Marketing	<u>15.839</u>
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