

Mktg 357: Developing Products Customers Want Marketing

This course is designed around three main topics: capturing the voice of the customer to assess the needs and desires of an established firm's target market; refining and/or developing the firm's products/brands to meet those needs and desires based on feedback from customers and salespeople; and integration into the firm's broader selling and product promotion strategies.

3 Credits

Prerequisites

- [Mktg 351: Marketing Principles](#) (Minimum grade: C)

Instruction Type(s)

- Lecture: Lecture for Mktg 357
- Lecture: Compressed Video for Mktg 357
- Lecture: Web-based Lecture for Mktg 357

Subject Areas

- [Marketing/Marketing Management, General](#)

Related Areas

- [International Marketing](#)
- [Marketing Research](#)

