

# Mktg 357: Developing Products Customers Want

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

