

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
- <u>Marketing Research</u>

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

