

# Mktg 357: Developing Products Customers Want Marketing, Analytics & Prof Sales

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**

• Prerequisite: Mktg 351 (Minimum grade - C) or Engr 309 (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

