

## **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](#)

