

# MRKT 365. NEW PRODUCTS.

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Credits: 3

Offered by: Management (Desautels Faculty Management)

Terms offered: Winter 2026

View offerings for Winter 2026 in Visual Schedule Builder.

## Description

New products will follow the new product introduction process from idea generation to post introduction. It will use ideas developed in marketing, production and policy. It will use cases and projects and will involve a real life new product project. In the average firm today, 40% of sales come from products not being sold five years ago. The ability of the firm to innovate is at the heart of long term success.

- Prerequisite: MGCR 352

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

[Launch Visual Schedule Builder](#)