Course Description

This course is designed to present a comprehensive framework for analysis, strategy formulation and tactical marketing decision-making for new ventures and products based on a value approach, whereby the creation of value for customers, strategic partners and for the company itself is considered to be the ultimate goal of the marketing process.

Course Goals

The basic purpose of the course is to build on the Marketing Strategy for New Products course and further develop a specific concept for your venture and do formal Concept Testing on this concept.
Grading

Concept testing Assignment (teams) 100%

Learning Outcomes

Participants will develop an ability to carry out a Formal concept test for a new venture and to write a full report regarding the process and results.

Lecturer Office Hours

Email: e-maoz@kellogg.northwestern.edu

Cell: 050-5561736

Office Hours: Every Sunday, 13:00-15:00, by appointment and pre-scheduling

Reading List

Course case packet consisting of cases, readings, and slides which will be made available to the students in Notion