Course Description

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.
Course Goals

More Specific goals include:

1) Teaching the basis of qualitative research methodologies
2) Explaining the need and the how-to of concept testing
3) providing support throughout the first semester in progressing on concept testing and development

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: By Appointment

Reading List

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