

## Career Path: Product Development

Product development managers often specialize in product development or market research and communicate with international partners. They're responsible for the conceptualization, design, manufacturing, sales, and distribution of new creations. They must be on top of industry trends and forecast and often travel to stay informed.



### Recommended Courses:

For students interested in careers in product development, the following elective courses are recommended. These courses enhance a student's knowledge of product development, business to business marketing, and advertising principles and practices.

#### **MKT2235 Business-to-Business Marketing**

Addresses businesses that market products to other firms. Areas of focus include market, sales, and product strategies; creating the customer value proposition; and building and managing customer relationships. Emphasis is on organizational buying behavior, market segmentation and selection, channel design, management, and measurement. Prerequisite: MKT2220

#### **MKT2247 Advertising Management**

Provides students with a broad view of advertising principles and their relation to the marketing process. Students gain an understanding of the three key functional areas of advertising: account management, media planning, and creative design. Prerequisite: MKT2220

#### **MKT4410 New Product Development**

Identifies the various steps through which new products are developed. Emphasis is placed on the activities through which cost estimates become budgets, prototypes become products, and sales plans become sales calls. Prerequisite: MKT2220

*Career Paths are not minors or concentrations and will not be noted on a student's transcript or diploma. Career Paths are suggested electives to fill elective credits.*