

Register now!

New Product Planning course

Mech/Emgt378 offered in fall 2021!

What is it?

This course blends the perspectives of marketing, design, and manufacturing into a single approach to product development. Students are provided with an appreciation for the realities of industrial practice and the complex and essential roles played by members of the product development teams. For industrial practitioners, in particular, the product development methods described can be put into immediate practice on development projects.

Why to take it?

- Fascinated by new product planning process
- Passionate about new product planning and marketing
- Aspired or practicing product manager
- Hands-on New Product Introduction
- ..and more product management tools!



School of Engineering

ENGINEERING WITH A MISSION