

Course Schedule - Fall 2006

Business Administration

525 ***New Product Development*** Credit: 2 or 4 hours.

The decisions on the firm's total market offer, including such topics as use of market analysis in making decisions on assortment, product development, pricing, packaging, branding, and sales forecasting; coordination of these decisions and actions with market communications, physical movement, production, finance, and the overall goals and policies of the firm; and emphasizes the use of analytic and research methods in making assortment and product decisions. Prerequisite: BADM 520 or first year of MBA program or equivalent

CRN	Type	Section	Time	Days	Location	Instructor
47837	lecture-discussion	A	04:30 PM - 07:20 PM	R	room 24 Wohlers Hall	Kreuzbauer, R
47837: 4 hours Restricted for MBA Students. (4 hours)						
48198	lecture-discussion	MST	10:00 AM - 11:20 AM	TR	room 245 Wohlers Hall	Kreuzbauer, R
48198: 2 hours Restricted for MS Tech Students ONLY. Meets October 16-December 8 2006. (2 hours)Meets 16-Oct-06 - 08-Dec-06.						