College of Business

Proposed Catalog Changes

Effective Summer 2017

BUSINESS

1. Change the following course:

**Bus 495 Product Development and Brand Management (3 cr)**

*Gen Ed: Senior Experience*

Same as RMat 495. This course examines product development strategy and the management of brands. Topics will include strategic intent of product development, the process of product development (ideation through post product launch evaluation), market and financial feasibility of product development, trends in product development, and managing brands (strategic brand management and managing brand equity). Principles of product planning, development and commercialization; concept testing; product life cycle management; portfolio analysis; targeting and positioning; team management; and implementing product decisions. (Fall only)

Prereq: Econ 201, 202 or 272; and Bus 321

Coreq: Bus 321

*Available via distance: Yes*

*Geographical Area: Moscow*

*Rationale: Rationale for the course description:*

The course description is being revised to bring it in line with how the course has been delivered for the past six years. The focus of the change is to streamline the description to assist students as they review the catalog description to determine what concepts are covered in the course.

*Rationale for the change in the prerequisites and co-requisites:*

Understanding markets is critical to the development of products and managing brands. Customer demand, macro environmental factors, competitor dynamics, etc., may influence the type of products that firms introduce into the marketplace. Bus 321, Marketing, is an introductory course on marketing that is suitable as a prerequisite or co-requisite to Bus/RMat 495 as students will then be exposed to the broader role of customers within the context of markets. This understanding will help students be better prepared for success in the Bus/RMat 495 course, and help them be better prepared as they perform a market feasibility analysis. The “Fall only” language is being removed to allow for flexibility in delivering the course in Fall and Spring.

Workload for the delivery of this course will not increase as the course will continue to be delivered as it currently is offered.

(Editor’s note: See UCC-17-020)