MKTG 2003 INCUBATOR 3: PRODUCT DEVELOPMENT

Credit Points 10

Legacy Code 301168

Coordinator Anton Bogdanovych (https://directory.westernsydney.edu.au/search/name/Anton Bogdanovych/)

Description A creative spark or innovative idea is not enough to succeed as a start-up organisation. A new idea behind a product or a service needs to be first verified to understand the business opportunities out there. Then the identified opportunities need to be adjusted to formalise in a business concept. This unit aims to guide students through that process of converting the creative or innovative idea into the development of a product or service as a sound business concept. This objective is driven through teams of students advancing with their practical projects and along the way learning about a number of theoretical topics such as: prototyping, user testing, etc. The unit will be delivered through a number of modules. As a vital part of the unit, students are expected to engage and work in "start-up co-working space" on a regular basis. At the successful completion of this unit, students would have converted the innovative idea into a business product or service.

School Computer, Data & Math Sciences

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Learning Outcomes

On successful completion of this subject, students should be able to:
1. Follow through the steps associated with product development
2. Test the product for any issues
3. Resolve any product issues by applying iterative development approach
4. Develop initial marketing material for product promotion
5. Apply individual�fs skills and knowledge in a collaborative and effective manner in achieving a common goal in a group setting
6. Demonstrate effective verbal and written communication skills that appeal to a wide audience

Subject Content

1) Interplay between product, service and system aspects of product design
2) Developing the product prototype utilising technological skills
3) Testing and refinement of a product
4) Creative problem-solving in product development
5) Marketing material development that promotes the product

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Applied Project	1500 words	50	N	Group
Applied Project	1500 words	20	N	Individual
Presentation	20 minutes	30	N	Group

Teaching Periods

Autumn

Parramatta City - Macquarie St

Day

Subject Contact Anton Bogdanovych (https://directory.westernsydney.edu.au/search/name/Anton Bogdanovych/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2003_22-AUT_PC_D#subjects)