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 Product development is about expanding on a creative, innovative idea or concept through specific stages into a product or service. Students apply practical learning techniques in each of the stages for the product or service development. In addition, students use a human-centred design approach to explore a problem and include a 'human' or user perspective in addressing the problem. The approach includes creating a digital or physical prototype to test the product or service concept with potential customers. Students create and apply methods to collect feedback from potential customers which is used to refine their prototype. In these activities students are applying critical and creative thinking, decision making and communication skills which are essential employability skills.

School Computer, Data & Math Sciences

Discipline Project Management

Student Contribution Band HECS Band 4 10cp

Check your fees 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. Demonstrate knowledge of the approaches associated with customer experience, user experience, service and product design.
2. Develop a physical or digital prototype.
3. Test and validate a product or service with potential customers and observational analysis.
4. Collaborate in an effective and inclusive manner to achieve the required group outcomes.
5. Demonstrate professional, ethical verbal and written communication skills that appeal to a wide audience.

Subject Content

1. Customer experience, user experience, service and product design
2. Human centred design approach – Discover, Define, Develop, Deliver quantitative and qualitative research
3. Prototyping and testing
4. AI tools and systems in experience, service and product design

Special Requirements

Essential equipment

Laptop

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.

Type	Length	Percent	Threshold	Individual/ Group Task
Case Study	1500 words	20	N	Individual
Applied Project	Images, prototype, text equivalent to 2000 words	50	N	Individual
Presentation	20 minutes	30	N	Group

Teaching Periods

Autumn (2024)

Parramatta City - Macquarie St
On-site
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_24-AUT_PC_1#subjects)