

# **MKT413 - Product Development and Management (2 Units)**

**Department of Business Management**

**Covenant University**

# **1. MKT413**

## 1.1. MKT413 - Product Development and Management (2 Units)

Product, consumer and industrial product planning and development, product branding and packaging product mix and strategies, product adoption process, the product management, contemporary issues in product development and management, product life cycle strategies.