

Develop and Anchor Your Product in the Digital Economy

Course Outline

The traditional 4Ps (Price, Product, Place/Placement and Promotion) in today's digital context are nonetheless still relevant. However, the concept has evolved due to the shift in consumer buying and decision-making behavior, both online and off-line. For example, digital products/services typically have a much shorter lifecycle and that trigger down to a more responsive inventory control system as well.

New product development is the cornerstone of start-ups and it is in essence an offshoot from Product, one of the 4Ps. Hence, this P takes on a very crucial role in today's business landscape.

This module attempts to examine the 4Ps as well as Purpose, Positioning, People and Politics in the new business economy. It focuses on understanding the market and its consumers in order to derive at a feasible new product concept, with the most relevant brand value proposition for further exploration.