

DIGITAL PRODUCT DEVELOPMENT

UNIT FEATURES

Unit Code: OB506

12 Seminars

36 Hours Duration

Intermediate Skill Level

100% Online; Study Abroad

English Language

Optional Assessments

OB504 Prerequisites

This unit provides prospective product managers and marketing executives with a comprehensive set of knowledge and skills in new digital product development and management including: Opportunity Identification/Selection; Concept Generation; Concept/Project Evaluation; Development; and Launch. Undertaking the role of digital product managers, students follow the new digital product process and gain hands-on experience in generating ideas, research and development, production design and sales and financial forecasting. Students will focus on how to implement practical solutions to complex digital product development and management problems. They will develop new digital product plans and pitches for real-world clients.

LEARNING OUTCOMES

On successful completion of this unit students will be able to:

- 1** Apply the new digital product process and analyse opportunities for new digital product development.
- 2** Communicate the outcome of digital product attribute analysis to key stakeholders.
- 3** Produce sales forecasting and financial analysis reports.
- 4** Develop a new digital product plan and proposal.

CERTIFICATION

The optional assessment tasks associated with this unit provide an opportunity for participants to consolidate their learning and to benchmark their understanding against the standard set by Chancellor Institute. Participants enrolled in this unit who successfully complete the optional assessments will qualify for a grade, academic transcript and certificate of completion for that unit.

For further details about the assessments, please contact our course advisors. Additional unit fees apply for students electing to undertake assessments. Participants who elect not to complete the optional assessments for this unit will receive a certificate of participation for the unit.

TOPICS

- Overview and Strategic Elements of Digital Product Development
- The New Digital Products Process
- Opportunity Identification and Selection
- Creativity and the Digital Product Concept
- Problem based ideation
- Analytical Attribute Approaches: Introduction and Perceptual Mapping
- Analytical Attribute Approaches: Trade-off Analysis and Qualitative Techniques
- Concept testing
- Sales forecasting and financial analysis
- Development – design and design team management
- Product use testing
- Launch planning and management
- New digital product plan videos presented in class

ASSESSMENTS (OPTIONAL)

No.	Type	Week Due	Weighting (% of total marks for unit)
1	Case Study	Week 5	30%
2	The Startup Lab video	Week 11	30%
3	New Digital Product Plan	Week 12	40%

UNIT FEES

Chancellor Institute charges fees on a per subject basis. To view a schedule of our current fees, please visit our website: <https://chancellor.education/fees/>



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