

# MDV4909 : Mobile Business and Marketing

The Mobile Business and Marketing course equips students to identify and plan to meet the needs of a target market. They will explore the parameters of what makes a product effective, high quality, and professional from the perspective of their specific consumer as well as through researching competitor products. They will gain a holistic assessment of the mobile-development process by evaluating areas such as mobile marketing, revenue models, project management, and long-term application support.

**Credits** 3