



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-350	Marketing for New Products	6
Prerequisites	Department	Semester
Marketing MKTG-291	Management	Spring
Type of Course	Field	Language of Instruction
Elective	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr Avros Morphitis	2 nd , 3 rd or 4 th
Mode of Delivery	Work Placement	Co-requisites
Face-to-face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Explain the key concepts, methods, and current practices for the new product development activities of business firms.
- Help the students recognize the value of Marketing Research to identify the voice of the customer and incorporate the findings into the new product development process
- Provide students with practical applications and examples of tactics and strategies through the new product development process, from idea generation to commercialization.
- Discuss the stages in the New Product Development funnel.
- Explore the stages of Idea, concept and product generation.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Distinguish the various stages of the new product development process
2. Explain the relevant concepts and methods which are used at the different stages of the new product development process
3. Relate new product ideas to customer needs, and to select new product strategy which fits the corporate objectives

4. Criticize existing strategies and suggest new approaches in identifying customers' needs and new product ideas
5. Propose solutions for problematic cases in the New Product development process
6. Organize and implement a primary market research for a new product/service idea, analyse findings and suggest a course of action for product development and marketing the new idea
7. Design or improve a product/service for a company assigned to them and propose its Marketing Mix
8. Forecast sales before the Market Launch based on the testing of the product and the Marketing Plan

Course Content:

1. Core marketing concepts in the New Product Development Process
2. Innovation and product planning
3. Product planning strategies and processes
4. Idea generation and screening
5. Opportunity identification
6. Market planning
7. Concept generation and evaluation
8. Design, Commercialization and Launch
9. Product Market Testing
10. Life Cycle Management and brand management
11. Promotion for new products
12. Sustainability in Innovation

Learning Activities and Teaching Methods:

Weekly lectures, Teaching material including PowerPoint Presentations and additional readings available on Moodle; in-class discussions related to the material taught, YouTube videos, forum discussions, weekly interactive homework exercises and group projects.

Assessment Methods:

Final Exam, Midterm Exam, Project, Class Participation
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Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Innovation and new product planning	Kenneth B. Kahn & Mayoor Mohan	Routledge	2021	9780367685249
Creating and Marketing New Products and Services	Rozanna Garcia	Taylor & Francis, LLC, CRC Press	2014	978-1-4822-0361-5 e book

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Entrepreneurship, 11 th Edition	Robert Hisrich, Michael Peters, Dean Shepherd	McGraw-Hill Education	2019	1260565629