



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-350	Marketing for New Products	6
Prerequisites	Department	Semester
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. Zanete Garanti	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:

- Understand innovation principles for new product development
- Develop a strategic product planning framework
- Identify market opportunities through analysis and segmentation
- Generate viable product concepts using customer insights
- Evaluate and refine concepts through rigorous testing
- Manage formal product development stages from concept to launch
- Implement lifecycle management strategies for product success
- Apply brand management to build and sustain brand equity
- Navigate global markets and adapt products accordingly
- Execute integrated marketing strategies for new product launches

Learning Outcomes:

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

1. Apply strategic product planning frameworks to formulate innovative new product concepts.
2. Evaluate market opportunities for new products using various strategies and approaches.

3. Create and justify effective product development strategies that align with organizational goals and market demands.
4. Analyze the product lifecycle stages and formulate strategies to manage product evolution and sustain market competitiveness.
5. Design integrated marketing strategies for global product launches, incorporating brand management principles to enhance market penetration and brand equity.

Course Content:

1. **Introduction in Innovation and Product Planning**
(Understanding innovation in the context of new product development, strategies for fostering innovation within organizations, and the role of innovation in driving competitive advantage)
2. **Product Planning Strategy and Process**
(Strategic approaches to product planning, developing a product planning framework, aligning product strategy with business objectives, methods for effectively integrating product planning into organizational strategy)
3. **Opportunity Identification and Market Planning**
(Techniques for identifying market opportunities, conducting market analysis, assessing market feasibility, market segmentation strategies, developing a comprehensive market plan for new products)
4. **Concept Generation**
(Methods and tools for generating new product concepts, brainstorming techniques, leveraging customer insights and trends, fostering creativity within cross-functional teams)
5. **Concept Evaluation**
(Approaches to evaluating and refining product concepts, concept testing methods, qualitative and quantitative evaluation criteria, using market research to validate product concepts)
6. **Formal Product Development**
(The stages and processes involved in formal product development, from idea validation to commercialization, technical development, design, commercialization and launch)
7. **Product Lifecycle Management**
(Strategies for managing the entire product lifecycle, from introduction to decline, optimizing product performance, extending product life, deciding on end-of-life strategies)
8. **Brand Management**
(Fundamentals of brand management in the context of new product launches, building brand equity, brand positioning strategies, and leveraging branding to create differentiation and customer loyalty)
9. **Global Product Management**

(Challenges and strategies for managing products in global markets, adapting products to local preferences and regulations, international marketing strategies, and cross-cultural considerations)

10. Marketing Strategy and Implementation

(Developing and executing marketing strategies for new products, launch strategies, digital marketing tactics, measuring marketing effectiveness, and adjusting strategies based on market feedback)

Learning Activities and Teaching Methods:

- Faculty Lectures
- Directed and Background Reading
- Case Study Analysis and Discussion
- Academic Paper Discussions
- In-Class Exercises
- Individual and group tasks
- Presentations

Assessment Methods:

Attendance and Participation, Group Presentation, Midterm Project, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Innovation and new product planning	Kenneth B. Kahn and Mayo Mohan	Routledge	2021	978-0367685249
Innovation Management and New Product Development	Paul Trott	Pearson	2021	978-1292251523

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Customer Centricity in New Product Development	Ute Rademacher	Springer	2023	978-3662676967