



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MKTG-350	New Product Development	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
MKTG-291	Marketing	Fall
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	Marketing	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Dr Marlen Demetriou	2 <sup>nd</sup> , 3 <sup>rd</sup> or 4 <sup>th</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Co-requisites</b>
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.

### 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. Proactivity in the New Product Development Process
2. Opportunity Identification and Idea Generation
3. The idea Screening Process
4. Strategic Planning and Policy for New Products
5. Assessing User Needs and Interests
6. Opportunity Analysis
7. Concept Testing
8. The Role of Market Research in New Product Development
9. Planning the Marketing Mix of the New Product
10. Forecasting Results
11. Market Testing
12. Launching and/or Improving Products/Services
13. Project Evaluation
14. Sustainability in Innovation

**Learning Activities and Teaching Methods:**

Lectures, Discussions with class participation, small group projects.

**Assessment Methods:**

Midterm Exam, Final Exam, Project, Class Participation

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
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:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
New Product Management, 9th ed.	Crawford, C.M. and Di Benedetto, C.A	McGraw Hill	2009	0072471638