



**UNIVERSITÉ
DE NAMUR**

FACULTÉ
DES SCIENCES ÉCONOMIQUES,
SOCIALES ET DE GESTION

New product Development & Launch **ELMA M410**

Instructor: Wafa Hammedi

E-mail: Wafa.hammedi@unamur.be

Credits: 5 ECTS

Course Description:

The new product development (NPD) course has various objectives: - Make students be acquainted with the vocabulary, the concepts and theories related to the new product development (NPD) management; - Familiarize students with the models and analytical procedures that are relevant to NPD issues; - Ultimately develop students' judgment and enable them to manage successfully the whole NPD process.

This course considers the development of new products not only from a managerial standpoint but also from methodological and technical perspectives. It covers the NPD process from market opportunity identification and idea generation to test market and launch strategies. Qualitative (e.g., focus group) as well as quantitative (e.g., conjoint analysis) research methods that drives the design process are discussed and illustrated.

Session-Wise topics

- Course objectives, outline and pedagogical issues; - Chapter 1: Introduction to new product development; -
- : New-Product Strategies; -
- Proactive New-Product Development Process : Overview; -
- Opportunity Identification : Market Definition; -
- Opportunity Identification : Idea Generation;
- Overview of the Design Process & Introduction to Customer Measurement; -
- The Design Process : Customers Needs & Needs Hierarchy-based Approaches; -
- The Design Process : Customers Needs & Perceptual Mapping Approaches; -
- The Design Process : Customers Needs & Conjoint Measurement Approaches ; -



**UNIVERSITÉ
DE NAMUR**

FACULTÉ
DES SCIENCES ÉCONOMIQUES,
SOCIALES ET DE GESTION

- The Design Process : The design output; -
- Product and Advertising Testing; -
- Pre-Test Market Procedures;
- Test Market Procedures; -
- Launch and Control Strategies

Assignments

Each 4- to 5-student group is asked to produce an idea for a product or service worthy of a new business venture. The idea may consist of either a new physical product or a service. The steps in the process ought to include (where practical): - The new product genesis - Technical description - Market analyses - STP marketing process - Tactical marketing - Profitability analyses - Summary of issues addressed in the project and learning experience This project (report) is due at the end of the week preceding the last session. A formal oral presentation of the project is planned for the final class.

Grades :

50% Written report

30% project defense

20% individual evaluation & class participation