

## New product development

Academic Year: ( 2023 / 2024 )

Review date: 22-03-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: BARROSO LUDEÑA, ALICIA

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 1

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required.

## OBJECTIVES

Skills to be acquired

General skills

\*CG1: Solid theoretical knowledge of Marketing and Market Research.

\*CG20: Creativity or ability to generate new ideas

Specific skills:

\*CE8: Analysis, evaluation and decision making on product and brand (development strategies, launch and positioning, product life-cycle management, brand value, and know the legal framework that rules products and brands management)

## LEARNING OUTCOMES

The student distinguishes between the different instruments for managing new products.

The student applies the essential methods in the design and commercialization of new products for the design of marketing strategies in the company

## DESCRIPTION OF CONTENTS: PROGRAMME

Micro-foundations of investment decisions in R &amp; D: Optimal investment and profits. Funding of R &amp; D and the relationship between innovation and entrepreneurship. The intellectual property rights: the role of patents.

The process of marketing to develop new products

Marketing strategies to market new products

The diffusion process

## LEARNING ACTIVITIES AND METHODOLOGY

## TRAINING ACTIVITIES OF THE SUBJECT

AF3 Theoretical practical classes

AF6 Group work

AF7 Individual student work

Activity code / No. of total hours / No. of face-to-face hours /% face-to-face

AF3 147 147 100

AF6 203 0 0

AF7 175 0 0

TOTAL SUBJECT 525 105

## TEACHING METHODOLOGIES

MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions,

press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.

MD3 Resolution of practical cases, problems, etc. raised by the teacher individually or in groups

MD4 Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases

MD5 Preparation of works and reports individually or in groups

#### ASSESSMENT SYSTEM

<b>% end-of-term-examination:</b>	40
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	60

Your final grade will be assigned based on:

Participation in-class, discussion, assignments, quizzes and cases studies: 60%

Final exam: 40%.

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

#### BASIC BIBLIOGRAPHY

- Crawford, C. M. and C. A. Di Benedetto New Products Management 10th ed., Boston: McGraw-Hill., 2011
- Paul Trott Innovation Management and New Product Development, 6th Edition, Pearson, 2017