

LV Leiter**Dr. Cátia Alves**catia.alves@univie.ac.atHomepage: <http://marketing.univie.ac.at>

Office Hours: By Appointment

Objectives of the Course

The purpose of this course is to provide students with a deep understanding of new product development highlighting the inherent risks and different strategies for overcoming them.

The learning objectives of this lecture are as follows:

- to understand and apply core concepts of new product development
- to recognize critical success factors of new products from both a management and customer perspective
- to understand key issues in positioning new products in the marketplace
- to learn the importance of creativity and improve design thinking abilities
- to enhance cooperation between R&D and marketing in the NPD process

Course Content

This course covers topics that are theoretically grounded in marketing, innovation, psychology, and management literature.

Using a combination of lectures and real-life cases, this course will examine the challenges and mechanisms for the generation and management of product innovations. We will discuss strategies, structures, people, processes, and cultures that are required to enhance the development of successful new products.

The course follows the following structure:

- Basics of Innovation and New Product Development (NPD)
- Success and Failure in Product Innovation
- NPD Process: Opportunity Identification and Selection
- NPD Process: Concept Generation - Ideas from Market Research
- NPD Process: Concept Generation - Creativity
- NPD Process: Concept Generation – R&D and Co-creation
- NPD Process: Concept Evaluation and Development
- NPD Process: Launch

Methodology

The course will consist of six interactive lectures. These lectures are prepared to be dynamic and rely on different learning methods (real-life examples, videos, small group discussions, hands-on, etc).

This course will prepare the students for Innovation II (applied course).

Admission criteria

- Registration via U:SPACE

Assessment

The **evaluation criteria** of the seminar are as follows:

- Participation: 20%
- Midterm: 40%
- Final Exam: 40%

Participation: Grades will be based on the quality and quantity of students' interventions. Students are encouraged to participate regularly and actively.

The final grade is determined as follows:

- ≥ 80%: 1
- ≥ 70%: 2
- ≥ 60%: 3
- ≥ 50%: 4
- < 50%: 5 (fail)

Examination material

Students are provided with course materials (lectures) and additional readings.

Literature

There is not a specific textbook. In this course, you are required to read a number of articles on the core issues covered in each session.

In case you are further interested in the topic, two books can be recommended:

- Crawford, Merle, Benedetto, Anthony (2014). *New Products Management. McGraw Hill Higher Education.*
- Goldenberg, Jacob, Marzursky, David (2002). *Creativity in Product Innovation. Cambridge University Press.*

Detailed schedule

13.10.2022: 08:00 – 11:15	Session 1: Introduction and Basics of Innovation and New Product Development (NPD) HS17
20.10.2022: 08:00 – 11:15	Session 2: Success and Failure in Product Innovation HS17
27.10.2022: 08:00 – 11:15	Session 3: NPD – Opportunity Identification, and Selection HS17
Midterm: 31.10.2022 (08:00-09:30) HS 6	
03.11.2022: 08:00 – 11:15	Session 4: NPD – Concept Generation - Market Research HS17
07.11.2022: 08:00 – 11:15	Session 5: NPD – R&D and Creativity Digital
10.11.2022: 08:00 – 11:15	Session 6: NPD – Evaluation & Launch HS17
Final Exam: 17.11.2022 (08:00-09:30) HS 6	