

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 course are the following:

- 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. Also, it will discuss strategies, structures, people and processes 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: 10%
- Midterm: 45%
- Final Exam: 45%

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

Two books are 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*.

You will also be required to read a number of articles on the core issues covered in each session.

Detailed schedule

10.10.2023: 15:00 – 18:15	Session 1: Introduction and Basics of Innovation and New Product Development (NPD) HS17
17.10.2023: 15:00 – 18:15	Session 2: Success and Failure in Product Innovation HS17
24.10.2023: 15:00 – 18:15	Session 3: NPD – Opportunity Identification, and Selection HS17
Midterm: 31.10.2022 (15:00-16:30) HS17	
07.11.2023: 15:00 – 18:15	Session 4: NPD – Concept Generation - Market Research HS17
14.11.2023: 15:00 – 18:15	Session 5: NPD – Creativity and R&D HS17
21.11.2023: 15:00 – 18:15	Session 6: NPD – Evaluation & Launch HS17
Final Exam: 28.11.2023 (15:00-16:30) HS15	