



Philadelphia University
Faculty of –business Administration and financial sciences
Department of --Marketing
2014-2015

<u>Course Syllabus</u>	
Course Title: New Product Management	Course code: 350420
Course Level: 4	Course prerequisite: 350160
Lecture Time:	Credit hours: 3

<u>Academic Staff Specifics</u>				
Name	Rank	Office Number and Location	Office Hours	E-mail Address

Course/ module components

Division Compulsory Requirements .

Course module description:

To Provide Student With A Board Introduction To marketing management, and different Concepts And Theories That Will Help Students To Understand The Actions And Decisions Of top management in strategic planning.

- **New product management , Merle Crawford & Anthony Di Benedetto. 2006.**
International marketing, 2006

- **Support material (s) (vcs, acs, etc).**
- **Study guide (s) (if applicable)**
- **Homework and laboratory guide (s) if (applicable).**

Teaching methods:

Lectures, discussion groups, tutorials, problem solving, debates, etc.

Learning outcomes:

- Knowledge and understanding

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- Cognitive skills (thinking and analysis).

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- Communication skills (personal and academic).

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- Practical and subject specific skills (Transferable Skills).

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Assessment instruments

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Home works
- Final examination: 50 marks

<u>Allocation of Marks</u>	
Assessment Instruments	Mark
First examination	20
Second examination	20
Final examination: 50 marks	50
Reports, research projects, Quizzes, Home works, Projects	10
Total	100

Documentation and academic honesty

- Documentation style (with illustrative examples)
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- Protection by copyright
- Avoiding plagiarism.

Course/module academic calendar

week	Basic and support material to be covered	Homework/reports and their due dates
(1)	The Menu	
(2)	The New Product Process	
(3)	Opportunity Identification And Selection.	
(4)	: Preparation And Alternative.	
(5)	Problem- Based Ideation, Finding And Solving Customer Problems.	
(6) First examination	Analytical Attributes Approaches: Introduction And Perceptual Mapping. 25/11/2008	
(7)	Analytical Attributes Approaches, Trade-Off- Analysis & Qualitative Techniques..	
(8)	The Concept Evaluation System.	
(9)	Concept Testing.	
(10)	The Full Screen .	
(11) Second examination	Sales Forecasting. 23/12/2008	
(12)	Product Protocol.	
(13)	Design.	
(14)	Development Team Management.	
(15) Specimen examination (Optional)	Product Use Testing.	
(16) Final Examination	Strategic Launch Planning. 18-27/1/2009	

Expected workload:

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

Attendance policy:

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

Module references

Journals

Journal of Academy of Marketing Science

Websites

www.adassoc.org.uk