UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Launching New Products

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Launching New Products (V1025)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

1st Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora MÓNICA AMÂNCIO DA SILVA BORGES

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Gain a comprehensive understanding of the product development and launch process, from ideation to market entry.

15. Specific Objectives

Understand the importance of new product launches in marketing.
Explore various stages of the product launch process.
Develop the skills needed to plan and execute successful product launches.
Analyze case studies of both successful and unsuccessful product launches.
Foster critical thinking and problem-solving abilities in marketing contexts.

16. Skills to be acquired

Develop the skills needed to plan and execute successful product launches.
Develop critical thinking skills to analyze market trends, consumer behavior, and competition in the context of new product launches.
Acquire practical skills in market research, prototyping, communication planning, and other essential areas of product development.

17. Teaching Methodology

Face-to-face classes for theoretical explanation and discussion of topics; analysis and resolution of practical cases in groups.

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18. Course Unit Program

1. The importance of launching new products in marketing
2. Market research for product launches
3. Idea generation and concept development
4. The product development and design process
5. Pricing strategies for new products
6. Marketing communication planning
7. Distribution strategies and channel selection and management
8. Pre-launch marketing campaigns
9. Planning product launch events
10. Post-launch evaluation and analysis
11. Adaptation and iteration
12. Product life cycle management
13. Ethical considerations in product launches

19. Assessment Methods

Two individual tests + class participation + group work + final exam

20. Didactic Resources

Slides, multimedia resources, case studies

21. Sustainability Objectives

4. Ensure access to inclusive, quality and equitable education and promote lifelong learning opportunities for all

22. Keywords

New product development
New product launches
Innovation
Product life cycle
Product management

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23. Main Bibliography

Author(s):	Kotler, Keller and Chernev		
Title:	Marketing Management		
Edition:	16th	Year:	2021
Local:			
Publisher:	Pearson		

Author(s):	Kotler, Kartajaya and Setawan		
Title:	Marketing 5.0 Tecnologia para a Humanidade		
Edition:		Year:	2021
Local:			
Publisher:	Actual		

Author(s):			
Title:			
Edition:		Year:	
Local:			
Publisher:			

24. Complementary Bibliography

Author(s):	Eric Ries		
Title:	The lean startup		
Edition:		Year:	2011
Local:			
Publisher:	Portfolio Penguin		

Author(s):			
Title:			
Edition:		Year:	
Local:			
Publisher:			

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'LANÇAMENTO DE NOVOS PRODUTOS': Academic Year 2023/2024
Autor / Author	Prof. Doutora MÓNICA AMÂNCIO DA SILVA BORGES
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