UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Launching New Products

Academic Year 2025/2026

## 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. Doutor MANUEL ALBERTO RAMOS MAÇÃES

## 12. Assistants

Prof. Doutora MÓNICA MONTES MENDES ROCHA FERREIRA

## 13. Teaching Language

Portuguese

## 14. General Objectives

1. Create an argument for why a product is much more than just a collection of attributes.
2. Describe at least two methods by which the marketing team can create product objectives.
3. Differentiate between design thinking and design for the environment.
4. Describe the process by which a new market can be entered, as well as the specific case in which a new non-domestic market can be entered.
5. Describe why brand equity is such an important concept for brand management.

## 15. Specific Objectives

1. Understand the importance of new product launches in marketing.
2. Explore various stages of the product launch process.
3. Develop the skills needed to plan and execute successful product launches.
4. Analyze case studies of both successful and unsuccessful product launches.
5. 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.



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## 17. Teaching Methodology

. In the theory-practice classes, the expository method will be used, with the use of audiovisual means and supporting texts.
. In the tutorial orientation classes, the students' doubts will be clarified, scientific articles will be discussed, and case studies will be examined.
. Individual work and a group project on a theme and methodology to be presented by the teacher will be developed.
. Extracurricular activities will be carried out according to availability.

## 18. Course Unit Program

1. Concept of product
2. Decisions on products
3. Importance of launching new products in marketing
4. Market studies for product launch
5. Idea generation and concept development
6. Innovation and development of new products
6.1. Concept of innovation
6.2. Types of innovation
6.3. The process of developing new products
6.4. Strategies for innovation of new products
7. Product life cycle management
8. Pricing strategies for new products
9. Marketing communication planning
10. Distribution strategies and selection, and management of channels
11. Pre-launch marketing campaigns
12. Planning of product launch events
13. Post-launch evaluation and analysis
14. Ethical considerations in product launch
15. Marketing planning metrics

## 19. Assessment Methods

A avaliação contínua constará da realização de 2 testes escritos (peso 3), da realização de trabalhos individuais e de um trabalho de grupo (4/5 alunos) (peso 2,5), sob tema a apresentar pelo docente.
A classificação final resultará da seguinte ponderação:
. Avaliação contínua - 60%
. Exame de frequência - 40%

## 20. Didactic Resources

Slides
Multimedia resources
Case studies
Scientific articles



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## 21. Sustainability Objectives

SDG 4 - Quality Education: promotes technical and creative skills in the field of advertising and communication, essential for qualified employability in the sector.
SDG 8 - Decent work and economic growth: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
SDG 9 - Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation
SDG 12 - Sustainable production and consumption: ensure s

## 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 6.0 Tecnologia para a Humanidade | | |
| Edition: | 1ª | Year: | 2024 |
| Local: | Coimbra | | |
| Publisher: | Actual | | |

| | | | |
|---|---|---|---|
| Author(s): | Phillips, D. | | |
| Title: | Marketing Strategy & Management | | |
| Edition: | 1ª Edition | Year: | 2023 |
| Local: | | | |
| Publisher: | Sage Publications Ltd | | |

## 24. Complementary Bibliography

| | | | |
|---|---|---|---|
| Author(s): | Mações, M. | | |
| Title: | Do Marketing Tradicional ao Marketing Digital | | |
| Edition: | 1ª Edição | Year: | 2024 |
| Local: | Coombra | | |
| Publisher: | Edições Almedina | | |

| | | | |
|---|---|---|---|
| Author(s): | Dionísio, P, Rodrigues, V., Guerreiro, J., Canhoto, R & Faria, H. | | |
| Title: | AI_NOVATOR | | |
| Edition: | 1ª Edição | Year: | 2024 |
| Local: | Lisboa | | |
| Publisher: | Bdertrand Editora | | |



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| Ficha técnica MIP / MIP Datasheet | |
|---|---|
| Título / Title | Course Unit Program 'LANÇAMENTO DE NOVOS PRODUTOS': Academic Year 2025/2026 |
| Autor / Author | Prof. Doutor MANUEL ALBERTO RAMOS MAÇÃES |
| Classificação / Classification | - |
| Descritores / Descriptors | - |
| Colaborador(es) / Colaborator(s) | - |
| Data Hora / Date Time | |
| Formato de dados / Data Format | Texto / Text, PDF |
| Estatuto de utilização / Usage | Acesso público / Public Access |
| Relação / Relation | Version 1,0 |

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