UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Launching New Products

Academic Year 2026/2027

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. To equip students with the methodologies, tools and conceptual frameworks needed to manage the process of developing and launching new products or services, whilst minimising the risk of market failure.
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 c

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

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

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17. Teaching Methodology

The teaching method progresses from a theoretical focus to a practical component, based on theoretical and practical classes and tutorials, which include the following teaching tools: student-led presentations, analysis and discussion of texts, practical exercises, and applied research projects, followed by presentation and discussion in class.

18. Course Unit Program

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1. Introduction
1.1. What is a company?
1.2. Product concept
1.3. Product levels
1.4. Types of products
1.5. Product decisions
1.6. Product attributes
2. Innovation Strategy and Product Portfolio Management
2.1. Concept of Innovation
2.2. Types of Innovation: Incremental, Radical, Disruptive, Sustaining, and Sustainable
2.3. Sources of Innovation
2.4. The role of new Products in Company Growth and Sustainability
2.5. Models of the New Product Development Process
2.6 Management and allocation of resources in product portfolios
3. Discovery of New Products
3.1. Identifying unmet needs
3.2. Sources of new ideas
3.3. Screening and selection of ideas
3.4. Product definition, construction, and prototyping
3.5. Consumer feedback techniques
3.6. Product positioning
4. Product or Service Strategy
4.1. Definition of Strategy
4.2. Strategic planning of the product or service
4.3. The process of developing new products and services
4.4. Success factors
4.5. Tools to support the development of new products or services
4.6. Managing the innovation process for sustainability
5. Product Launch Strategies in the Market
5.1. Pricing strategies for new products
5.2. Distribution strategies
5.3. Communication strategies
5.4. Operations and supply chain
6. Product Launch and Post-Launch Plan
6.1. Schedule and integrated action plan
6.2. Sales forecasting techniques
6.3. Performance metrics for finance, marketing, customers, and sales
6.4. Product lifecycle management and product iteration with customer feedback

19. Assessment Methods

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Application of the Supplementary Regulations on the Assessment of Knowledge and Skills, in force. Continuous assessment must include oral assessments spread along the semester and a final assessment, which may comprise individual or group assignments, presentation of scientific articles and practical case studies, as well as an optional mid-term written test and the organisation of and participation in conferences, seminars, and study visits, in accordance with the Continuous Assessment Plan.

20. Didactic Resources

Slides
Multimedia resources
Case studies
Scientific articles

21. Sustainability Objectives

SDG 9: Industry Innovation and Infrastructure - Business innovation drives sustainable infrastructure and technological advances (e.g., green building initiatives).
SDG 12: Sustainable Production and Consumption - Sustainable business models encourage circular economy practices, reducing waste and promoting ethical production.
SDG 17: Partnerships for the Goals - Collaborating with other entrepreneurs, businesses, and organizations to achieve shared goals.

22. Keywords

New product development
Launch of new products
Innovation
Product life cycle
Product management

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23. Main Bibliography

Author(s):	Ulrich, K., Eppinger, S. & Yang, M.		
Title:	Product Design and Development		
Edition:	7th Edition	Year:	2020
Local:	USA		
Publisher:	McGraw-Hill Education		
ISBN Code:	9781266637674		

Author(s):	Tidd, J. & Bessant, J.		
Title:	Strategic Innovation Management		
Edition:	First Edition	Year:	2014
Local:	UK		
Publisher:	John Willey & Sons Ltd.		
ISBN Code:	978-1-18-45723-8		

Author(s):	Kotler, Keller & Chernev		
Title:	Marketing Management		
Edition:	1ª Edição	Year:	2022
Local:	London		
Publisher:	Pearson Education.		
ISBN Code:	978-013-358-8715-8		

24. Complementary Bibliography

Author(s):	Maçães, M.		
Title:	Do Marketing Tradicional ao Marketing Digital		
Edition:	1ª Edição	Year:	2024
Local:	Coimbra		
Publisher:	Conjuntura Actual Editora		
ISBN Code:	978-989-694-829-0		

Author(s):	Dionísio, P, Rodrigues, V., Guerreiro, J., Canhoto, R & Faria, H.		
Title:	AI_NOVATOR		
Edition:	1ª Edição	Year:	2024
Local:	Lisboa		
Publisher:	Bertrand Editora		
ISBN Code:	978-972-25-4825-0		

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Ficha técnica MIP / MIP Datasheet	
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Autor / Author	Prof. Doutor MANUEL ALBERTO RAMOS MAÇÃES
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