



New Product Development

Lecturer: dr hab. inż. Dariusz Dąbrowski, prof. nadzw. PG (WZiE)

Course description:

1. Essence of new products; new product process – Booz, Allen & Hamilton and stage-gate system; strategic indications for new product development.
2. Organizing for new products – organizational structure options; team management.
3. Opportunity identification – sources and methods of looking for opportunity; opportunity assessment (market attractiveness, technological and other requirements).
4. Concept generation – collecting available new product concepts and methods of creating new concepts.
5. Concept and project evaluation – market, technical and financial investigation and evaluation; developing new product project proposal.
6. Development – technical tasks (i.e. designing, testing and validating prototypes; designing and validating production process) and marketing tasks (i.e. designing and testing marketing means, preparing marketing plan).
7. Market testing – methods of market testing (e.g. simulated test marketing, informal selling, test marketing).
8. Launch – marketing and selling of new product; tracking new product market introduction.

TERMINY WYKŁADÓW			
Data	Dzień tygodnia	Godzina	Sala
2015-01-14	Śr	17.00-20.00	GG 400A
2015-01-15	Cz	16.15-20.00	WZiE 201
2015-01-16	Pt	16.15-20.00	GG 400A
2015-01-17	So	9.00-13.00	GG 400A