

€ TRAINING

New Product Launch Using Marketing
Communication: Proven Strategies and
Techniques



3 - 7 June 2024
Milan (Italy)



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REF: ST363 DATE: 3 - 7 June 2024 Venue: Milan (Italy) - Fee: 5940 Euro

Introduction:

In our modern world, products are developed, launched, upgraded, and re-launched in record times. Agile Product Management is crucial in gaining a competitive advantage and prospering in the fast-moving and ever-changing times. Product managers need to develop interdisciplinary skills that allow them to work effectively and agilely with diverse groups of colleagues, from innovation to product and sales and marketing.

This course will provide you with a fundamental understanding of how to develop new products and services, as well as providing a useful set of tools and techniques to help you achieve your goals.

Course Objectives:

At the end of this course the participants will be able to:

- Examine all aspects of the New Product Development NPD process, its importance, and factors influencing stages involved in successful NPD.
- Identify a variety of launch success factors that will improve launch process planning and execution.
- Suggest ways for companies to avoid launch ruts by adopting techniques that appeal to today's consumers.
- Understand the importance of using media vehicles to ignite the product launch process and increase the viability of the new product.
- Prepare product launch checklists and budgets to overcome roadblocks and smoothen the launch process.

Targeted Audience:

All staff concerned with their organization's growth and profitability. This could include Business Development Managers; Marketing; Sales Product and Brand Managers; R & D Managers and Personnel; Managing Directors and Directors over a wide range of business areas; and everyone involved in Strategy Planning. This program is worth 25 NASBA CPEs.

Course Outlines:

Unit 1: New Product Development:

- NPD Definitions and Challenges.
- NPD Objectives and Critical Success Factors.
- NPD Reasons for Success and Failures.
- NPD as a Key Marketing Strategy.
- Assessing Commercial Viability.

Unit 2: The New Product Development Process:

- Idea Generation and Screening.
- Concept Development and Testing.
- Marketing Strategy.
- Business Analysis.
- Product Development.

- Test Marketing.
- Commercialization.

Unit 3: The Product Life Cycle and New Product Launch:

- Life Cycle Stages.
- Product Life Cycle Strategies.
- The Phase-Gate Process: Structuring the NPL.
- The Boston Consulting Group Growth Matrix.
- The Product Market Expansion Grid A Portfolio Planning tool.

Unit 4: New Product Launch: Setting Up the Stage:

- Things to Consider Prior to Product Launch.
- The Launch Hurdles.
- Planning Your Media Schedule and Costs.
- Selecting the Launch Team.
- Preparing the Product Launch Checklist and Toolkits.
- Product Launch Strategies.

Unit 5: New Product Launch: Full Engagement Launch:

- Preparing the Press Kit Checklist.
- Product Launch Marketing Budget Toolkit.
- Preparing the Press Release.
- The Product Launch Plan.
- Product Overview Document.
- SWOT Analysis, Graphic Chart, and the Creative Plan.
- The Role of the Advertising Agency.