

New Product Launch Using Marketing Communication: Proven Strategies and Techniques

course code: R5022 From: 5 - 16 August 2024 Venue: Tbilisi (Georgia) - course Fees: 4500 Euro

Program Objectives:

By the end of the program, 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.

This Program is designed for:

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.

Program Outline:

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

The New Product Development Process

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

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)

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

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

The NPL Workshop: Putting It All Together (Group Together)

- Designing and Conducting a New Product Launch
- A Challenging Team Game: Presenting the Launch Plan

