



**SCANDINAVIAN ACADEMY**  
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# Course: New Product Launch Using Marketing Communication: Proven Strategies and Techniques

Code	City	hotel	Start	End	price	Hours
306	Istanbul (Turkey)	Hotel Meeting	2024-12-02	2024-12-06	2950 €	25

## 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 Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:**

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include buffet sessions for light meals during lectures.