



**Customer Service  
Sales & Marketing**



**SCANDINAVIAN ACADEMY**  
Training and Development

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

Code	City	hotel	Start	End	price	Hours
306	Kuala Lumpur (Malaysia)	Hotel Meeting Room	2024-08-12	2024-08-16	4450 €	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 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.