

RTU Course "New Product Marketing"**22000 Faculty of Engineering Economics and Management****General data**

Code	IUE409
Course title	New Product Marketing
Course status in the programme	Compulsory/Courses of Limited Choice
Responsible instructor	Ieva Andersone
Volume of the course: parts and credits points	1 part, 3.0 credits
Language of instruction	LV
Annotation	Research and marketing. Market segmentation. The system of consumer and production marketing. Marketing factors, concepts, definitions. Model of the marketing definition. Types of new products marketing. Role of quality in new product marketing. Product life cycle. Competitiveness of a new product, pricing.
Structure and tasks of independent studies	Individual assignment should be based on analysis and approbation of a particular theoretical material. Approbation of this material should be done on the basis of existing company. The topics of individual assignments are described in course requirements. Results should be presented in an auditorium. All the assignments are evaluated according to the 10-grade system. Individual assignment comprises 30% of the final grade.
Recommended literature	1. Praude, Valērijs,. Mārketings : teorija un prakse /Valērijs Praude. [Rīga] :Burtene,[2011]., 2 sēj. :il., tab. ;25 cm. 2. Niedrītis, Jānis Ēriks,. Mārketings / Jānis Ēriks Niedrītis. Rīga :Biznesa augstskola "Turība",c2008(Apgāds Imanta)., 487 lpp. :il. ;20 cm. 3. Kotler, Philip,. Principles of marketing / Philip Kotler, Gary Armstrong. Boston :Pearson Prentice Hall,c2012., 637,[98] lpp. :il. ;29 cm. 4. Jobber, David,. Principles and practice of marketing / David Jobber, Fiona Ellis-Chadwick. London [etc.] :McGraw-Hill Education,©2013., xxxv, 885 lpp. :il. 5. Godin, Seth. Pievienotā vērtība : idejas nākotnes mārketīngam /Seths Godins ; [no angļu valodas tulkojusi Lelde Bārdiņa]. [Jelgava] :Zoldnera izdevniecība,[c2010](Jelgavas tipogrāfija), 244 lpp. :il.,port. ;22 cm +1 atsev. lp. 6. Godin, Seth. Violetā govns : kļūsti ievērojams, pārveidojot savu biznesu /Seths Godins. Rīga :Izdevniecības nams "Trīs",c2008., 208 lpp. :il. ;22 cm.
Course prerequisites	

Course contents

Content	Full- and part-time intramural studies		Part time extramural studies	
	Contact Hours	Indep. work	Contact Hours	Indep. work
1. Introduction	2	2	0	0
2. Product, its characteristics, assortment.	6	4	0	0
3. Product life cycle	4	6	0	0
4. Market segmentation.	4	4	0	0
5. New product development stages.	6	6	0	0
6. Methods of collecting new product ideas.	4	6	0	0
7. Testing a new product.	4	4	0	0
8. Promoting new products.	6	6	0	0
9. Product pricing planning.	4	2	0	0
Total:	40	40	0	0

Learning outcomes and assessment

Learning outcomes	Assessment methods
Knows product characteristics, product levels, product range width and depth, product quality system, quality indicators.	Practical tasks, Case studies
Knows the market types of new products and their characteristics, the peculiarities of market segmentation, the role of the consumer, price and product in market segmentation.	Practical tasks, Case studies
Is able to use various methods of idea generation, such as Brainstorming, Delphi method, modification of product properties, Nominal group.	Practical tasks, Case studies
Is able to develop a testing plan for new products, conduct questionnaires, tests.	Practical tasks, Case studies
Knows promotion methods, pricing factors and methods.	Practical tasks, Case studies

Evaluation criteria of study results

Criterion	%
Individual work	30
Group work (practical tasks, case studies)	70
Total:	100

Study subject structure

Part	CP	Hours			Tests		
		Lectures	Practical	Lab.	Test	Exam	Work
1.	3.0	1.0	0.0	1.0	*		