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|---|---|
| Module Title: | New Product Innovation |
| Language of Instruction: | English |
| Credits: | 5 |
| NFQ Level: | 8 |
| Module Delivered In | 15 programme(s) |
| Teaching & Learning Strategies: | <p>The learning outcomes detailed above will be achieved through the following teaching methodologies; • Lectures: communication of knowledge and ideas from lecturer to student. Students will be encouraged to engage in active discussion of the material during lectures. • Problem Solving Exercises; Students will be working in small teams on a new service or product concept. They will apply the theory to their project on a topic by topic basis. • Class Discussion / Debate; All classes will involve active engagement and discussion with the material. • E- Learning; There will be on-line learning materials provided. • Self Directed Independent Learning; Students research and pitch a new product / service idea. This will require independent learning. It will develop their research, project management, written and oral communication skills.</p> |
| Module Aim: | <p>The aim of the course is to explore the challenges and benefits of providing solutions to customer needs by studying innovation from a new product development and marketing perspective. The focus is to enhance students' understanding of factors affecting the implementation of strategic plans by highlighting methods for managing the new product development process. The course design covers the different stages of the development process all the way to positioning and market launch strategies.</p> |
| Learning Outcomes | |
| <i>On successful completion of this module the learner should be able to:</i> | |
| LO1 | Determine best practice in the management of the New Product Development process from a marketing perspective. |
| LO2 | Apply Best Practice concepts & tools of the New Product Development process |
| LO3 | Formulate and pitch a New Product/ Service Proposal orally and in writing. |
| Pre-requisite learning | |
| Module Recommendations | |
| <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i> | |
| No recommendations listed | |
| Incompatible Modules | |
| <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i> | |
| No incompatible modules listed | |
| Co-requisite Modules | |
| No Co-requisite modules listed | |
| Requirements | |
| <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i> | |
| No requirements listed | |

Module Content & Assessment

Indicative Content

New Product Development.-Overview of the Process

Importance of NPD and identification of the most innovative companies.

Managing the NPD Process

Organisational Structures, The Stage Gate Model (Cooper), The INSPIRE Project best practice guide.

New Product/ Service ideas

Generation of new ideas and their validation, The Inspire Project , Sources of New Ideas: Top Down Approach, Voice of Customer (VOC), Brainstorming Techniques (Scamper approach), Key Global & Irish Consumer Trends, AC Nielsen Breakthrough Innovation Winners, How to use the Lean Canvas.

Market Research & NPD

The Research Dilemma: Market Pull v Technology Push, The Lean Disruptor process, The Tripartite Product concept, Arguments for and against Market Research and Customer Need assessment, Voice of Customer approaches: Indepth interviews, Customer site visits, Fly on the Wall, Camping out, Customer Panels, Focus Groups, Ethnographic Research, Community of Enthusiasts, Hall Tests, Product use tests, Paired Comparisons, In home placements, Neuroscience, Product Successes and Failures, Espacenet - Patent searches.

Packaging & NPD

The Three basic Principles of packaging, Packaging evolution examples, Innovative packaging success stories, Supply chain considerations, New Irish examples, Common packaging problems, Halford's Oil Case study.

New Service Innovation

New Service Innovation examples, Types of new services - new service concepts, Client Interface, delivery systems, Technological opportunities. New growth sectors, KIBS. Service Blueprints, Market Testing,

New Product Launches

Study of Nielsen Breakthrough Innovation winners, Break even Analysis, Business analysis, Window of Opportunity, Market Strategy Development -When? To Who? Where? How?, Activation Platforms: Sprinters & Marathoners, Branding, The Consumer Adoption Process Model, Factors affecting the diffusion of an Innovation, Buyer Readiness Model, The Inspire Project, Post Launch Evaluation, Product Performance Criteria, Successful Brand Launches.

Patents & Intellectual Property

Types of Intellectual Property, Trade Marks, Copyright, Trade secret, Non Disclosure agreements, Patents: short term, long term, Requirements to obtain a patent, Irish Patent System. Various organisations involved: Espacenet, European Patent Register, WIPO.

New Product Development - State supports

New Product Development within IT Carlow ERIC Centre , Local Enterprise Board and national state support structures.

| Assessment Breakdown | % |
|-----------------------|--------|
| Continuous Assessment | 15.00% |
| Project | 65.00% |
| Practical | 20.00% |

Continuous Assessment

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------|--|-------------------|------------|-----------------|
| Written Report | Three reports 1. Written Proposal 2. Prelim Exploratory Research findings 3. Lean Canvas | 1,2,3 | 15.00 | Ongoing |

Project

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------|-----------------------------------|-------------------|------------|-----------------|
| Project | Final Written Project submission. | 1,2,3 | 65.00 | Sem 2 End |

Practical

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------------------|---|-------------------|------------|-----------------|
| Practical/Skills Evaluation | Digital / Oral Presentation Pitch & Service / Product Mock up | 3 | 20.00 | Sem 2 End |

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

| Workload: Full Time | | |
|----------------------------|------------------|--|
| <i>Workload Type</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Lecture | Every Week | 3.00 |
| Independent Learning Time | Every Week | 6.00 |
| Total Hours | | 9.00 |

| Workload: Part Time | | |
|----------------------------|------------------|--|
| <i>Workload Type</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Lecture | Every Week | 1.50 |
| Independent Learning | Every Week | 7.50 |
| Total Hours | | 9.00 |

Module Delivered In

| Programme Code | Programme | Semester | Delivery |
|----------------|---|----------|------------------|
| CW_BHCPR_B | Bachelor of Arts (Honours) Public Relations and Media | 6 | Group Elective 3 |
| CW_BHCPR_D | Bachelor of Arts in Public Relations and Media | 6 | Group Elective 3 |
| CW_BBLAW_B | Bachelor of Business (Honours) in Business with Law | 6 | Group Elective 1 |
| CW_BBLAW_B | Bachelor of Business (Honours) in Business with Law | 8 | Group Elective 2 |
| CW_BBHRM_B | Bachelor of Business (Honours) in Human Resource Management | 6 | Group Elective 1 |
| CW_HHIBU_B | Bachelor of Business (Honours) in International Business | 8 | Elective |
| CW_BBBBM_B | Bachelor of Business (Honours) in Management | 6 | Group Elective 1 |
| CW_BBBBM_B | Bachelor of Business (Honours) in Management | 8 | Elective |
| CW_BBSCM_B | Bachelor of Business (Honours) in Supply Chain Management | 8 | Elective |
| CW_BBBUS_D | Bachelor of Business in Business | 6 | Group Elective 1 |
| CW_BBHRM_D | Bachelor of Business in Human Resource Management | 6 | Group Elective 1 |
| CW_BPMKT_D | Bachelor of Business in Marketing | 6 | Group Elective 3 |
| CW_BBDMA_B | Bachelor of Science (Honours) in Digital Marketing with Analytics | 6 | Group Elective 3 |
| CW_BBDMA_B | Bachelor of Science (Honours) in Digital Marketing with Analytics | 8 | Elective |
| CW_BBDMA_D | Bachelor of Science in Digital Marketing with Analytics | 6 | Group Elective 3 |