

Course Syllabus

1	Course title	New Product Development	
2	Course number	1604313	
3	Credit hours	3	
	Contact hours (theory, practical)		
4	Prerequisites/corequisites	Principles of Marketing	
5	Program title	Bachelor in Marketing	
6	Program code		
7	Awarding institution		
8	School	Business	
9	Department	Marketing	
10	Course level	2	
11	Year of study and semester (s)	2022/2023 First	
12	Other department (s) involved in teaching the course		
13	Main teaching language	English	
14	Delivery method	xFace to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	Online platforms(s)	xMoodle xMicrosoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	Issuing/Revision Date		

17 Course Coordinator:

Name: Rami Mohammad Al-dweeri

Contact hours: 10:00-11:00

Office number:

Phone number:

Email: r.dweeri@ju.edu.jo

**18 Other instructors:**

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

19 Course Description:

This course contains the nature and duties of the new product management, the identification of a new product, the characteristics of new products, the steps of planning for new product including: goals, strategies & marketing programs, the concept of new product adoption, management of product life cycle.



20 Course aims and outcomes:

A- Aims:

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

SLOs SLOs of the course	SLO (1)	SLO (2)	SLO (3)	SLO (4)
To understand the meaning and importance of product innovation	X	X	X	X
To understand the overall new product process with its detailed steps.	X		X	X
To learn how to create a new products	X	X	X	X
To learn how to prepare marketing plan				X
To understand how to apply the strategic planning process for new products and concept evaluations and testing to launch	X			X
To understand this field and learn how can be applied in the market	X			X
To acquire an understanding of new product as a	X			X

concept and as an application				
To introduce students to the meaning and importance of product innovation	X			X

21. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1	1.1	The strategic elements of product	1	Face to Face				
	1.2							
	1.3							
2	2.1	The New Product Process	1	Face to Face				
	2.2							
	2.3							
3	3.1	The New Product Process	2	Face to Face				
	3.2							
	3.3							
4	4.1	Opportunity Identification and Selection: Strategic Planning for New Products		Face to Face				
	4.2							

	4.3							
5	5.1	Creativity and the product concept	3					
	5.2							
	5.3							
6	6.1	Creativity and the product concept	4	Face to Face				
	6.2							
	6.3							
7	7.1	Finding and Solving Customer's Problems	5	Face to Face				
	7.2							
	7.3							
8	8.1	Concept Testing	5	Face to Face				
	8.2							
	8.3							
9	9.1	Concept Testing	5	Face to Face				
	9.2							
	9.3							
10	10.1	Design	5					
	10.2							
	10.3							
11	11.1	Design	5	Face to Face				

	11.2							
	11.3							
12	12.1	Product Use Testing	5	Face to Face				
	12.2							
	12.3							
13	13.1	Product Use Testing	5	Face to Face				
	13.2							
	13.3							
14	14.1	Practices	5	Face to Face				
	14.2							
	14.3							
15	15.1	Practices	5	Face to Face				
	15.2							
	15.3							

22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Midterm exam	30			8	
Project	10			13	
Assignments	5				Models
Participation	5				
Final Exam	50			16	

23 Course Requirements

(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):

24 Course Policies:

A- Attendance policies:

Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.

B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

F- Available university services that support achievement in the course:

25 References:

A- Required book(s), assigned reading and audio-visuals:

New Products Management/ 9th edition (Merle Crawford, Anthony Di Benedetto)

B- Recommended books, materials, and media:

26 Additional information:

--

Name of Course Coordinator: Dr. Rami Mohammad Al-dweeri Signature: ----- Date: ----- -----
Head of Curriculum Committee/Department: ----- Signature: ----- ---
Head of Department: ----- Signature: ----- -
Head of Curriculum Committee/Faculty: ----- Signature: ----- -
Dean: ----- Signature: -----