



<b>Form:</b> <b>Course Syllabus</b>	<b>Form Number</b>	EXC-01-02-02A
	<b>Issue Number and Date</b>	2/3/24/2022/2963 05/12/2022
	<b>Number and Date of Revision or Modification</b>	2023/10/15
	<b>Deans Council Approval Decision Number</b>	265/2024/24/3/2
	<b>The Date of the Deans Council Approval Decision</b>	2024/1/23
	<b>Number of Pages</b>	06

<b>1.</b>	<b>Course Title</b>	New Product Development
<b>2.</b>	<b>Course Number</b>	1604215
<b>3.</b>	<b>Credit Hours (Theory, Practical)</b>	3
	<b>Contact Hours (Theory, Practical)</b>	3
<b>4.</b>	<b>Prerequisites/ Corequisites</b>	Principles of Marketing
<b>5.</b>	<b>Program Title</b>	Bachelor in Marketing
<b>6.</b>	<b>Program Code</b>	
<b>7.</b>	<b>School/ Center</b>	Business
<b>8.</b>	<b>Department</b>	Marketing
<b>9.</b>	<b>Course Level</b>	2
<b>10.</b>	<b>Year of Study and Semester (s)</b>	2025-2026 1 <sup>st</sup> semester
<b>11.</b>	<b>Program Degree</b>	
<b>12.</b>	<b>Other Department(s) Involved in Teaching the Course</b>	
<b>13.</b>	<b>Learning Language</b>	English
<b>14.</b>	<b>Learning Types</b>	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
<b>15.</b>	<b>Online Platforms(s)</b>	<input type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams
<b>16.</b>	<b>Issuing Date</b>	
<b>17.</b>	<b>Revision Date</b>	



**18. Course Coordinator:**

Name: Dr.Hani Aldomour Contact hours:

Office number: Phone number:

Email:

**19. Other Instructors:**

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

**20. 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



**21. Program Intended Learning Outcomes:** (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

PLO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

\* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

**22. Course Intended Learning Outcomes:** (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	
1.	x	x					
2.	x			x			
3.	x						
4.						x	
5.			x				

**23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:**



PLO's * CLO's	1	2	3	4	5	Descriptors**		
						A	B	C
1	x							
2			x					
3				x				
4		x				x		
5	x	x						
6			x			x		
7		x		x				
8	x					x		

\*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.

\*\*Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).

#### 24. Topic Outline and Schedule:



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



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



11	11.1	Design						
	11.2			Online				
	11.3		5	Face to Face	Microsoft Teams			
12	12.1	Product Use Testing						
	12.2			Online				
	12.3		5	Face to Face	Microsoft Teams			
13	13.1	Product Use Testing						
	13.2			Online				
	13.3		5	Face to Face	Microsoft Teams			
14	14.1	Practices						
	14.2			Online				
	14.3		5	Face to Face	Microsoft Teams			
15	15.1	Practices						
	15.2			Online				
	15.3		5	Face to Face	Microsoft Teams			

## 25. Evaluation Methods:

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

Evaluation Activity	*Mark wt.	CLO's					
		1	2	3	4	5	6
First Exam	30						
Second Exam –If any							
Final Exam	40						



**Class work	10						
Projects/reports	15						
Research working papers							
Field visits							
Practical and clinical							
Performance Completion file							
Presentation/ exhibition	5						
Any other approved works							
Total 100%							

\* According to the instructions for granting a Bachelor's degree.

\*\*According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

#### Mid-term exam specifications table\*

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
2	2	2	5	5	6	4	30	22	10%	1

#### Final exam specifications table



No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
2	2	2	5	5	6	4	30	22		1
										2
										3
										4
										5

## 26. Course Requirements:

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

## 27. Course Policies:

A- Attendance policies:

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:



**28. 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:

**29. Additional information:**

Name of the Instructor or the Course Coordinator:  
Rami Aldweeri .....

Date:

Signature:

Name of the Head of Quality Assurance Committee/ Signature:  
Department

Date:

Name of the Head of Department

Signature:

Date:

Name of the Head of Quality Assurance Committee/ Signature:  
School or Center

.....

Date:

Name of the Dean or the Director

Signature:

Date: