



RTU Course "Technology and New Product Marketing"

22161 Starptautisko programmu nodāļa

General data

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| Code | IUE505 |
| Course title | Technology and New Product Marketing |
| Course status in the programme | Compulsory/Courses of Limited Choice |
| Course level | Post-graduate Studies |
| Course type | Professional |
| Field of study | Business Management and Administration |
| Responsible instructor | Modris Ozoliņš |
| Volume of the course: parts and credits points | 1 part, 4.0 Credit Points, 6.0 ECTS credits |
| Language of instruction | LV, EN |
| Possibility of distance learning | Not planned |
| Abstract | The course introduces students with technology and new product marketing management, including formulation and implementation of marketing strategies in a complex business environment. Students get acquainted with marketing theory, concepts, facts, procedures, models and their application in the process of new product development. |
| Goals and objectives of the course in terms of competences and skills | The goal of the course is to systematize and deepen knowledge in marketing subject and marketing instruments to launch and develop new products and Technologies. To enhance ability to identify marketing problems, analyze and discuss them, to find sound solutions, to develop marketing programs. To develop presentation and evaluation skills individually and in small groups. |
| Structure and tasks of independent studies | Students have to develop a group project and individual assignments. The group project is marketing plan for the new product or service. The group consists of 4...5 people. Students have to hand in progress reports characterising process of the project development. Marketing plan has to be presented in front of audience at the end of the course. Students have to submit individual home exams based on problem solving or case study. Students discuss particular issues and do practical assignments in-class, as well. |
| Recommended literature | 1. Gary L. Lilien, Arvid Rangaswamy. New product and Brand Management: Marketing Engineering Applications, 2/E, Prentice Hall, 2003. 2. Kotler Philip. Marketing Management, 11th ed., Prentice Hall, 2002. |
| Course prerequisites | basic knowledge in Economics and Management |

Course outline

| Theme | Hours |
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| 1. Marketing principles and philosophy. Marketing mix. 4”P” un 4”C””. Marketing environment and business opportunities. | 6 |
| 2. Marketing mix- product. Value management. Product assortment management. Product portfolio analysis. | 6 |
| 3. New product development. Product life cycle strategies. | 2 |
| 4. Marketing mix – price and value. | 6 |
| 5. Marketing environment – business and consumer market. Marketing of technology oriented products and services. B2B. | 6 |
| 6. Marketing research. Consumer behavior. | 6 |
| 7. Market segmentation, targeting, positioning. | 8 |
| 8. Brand creation and brand management. Corporate identity. | 6 |
| 9. Marketing mix – channels. | 4 |
| 10. Marketing mix – integrated marketing communication. Advertising. Sales promotion. Publicity and PR. | 6 |
| 11. Non-traditional marketing methods. E-marketing. | 2 |
| 12. Marketing strategies. Implementation and control of marketing programs. | 6 |

Learning outcomes and assessment

| Learning outcomes | Assessment methods |
|---|--|
| 1. Understands principles and holistics of marketing. Able to analyse marketing environment and identify profitable business opportunities. | In-class discussions, situation analysis. |
| 2. Understands factors and mechanisms creating product perception. Able to manage new product and service launching and development. Able to carry out marketing activities according to product life cycle stages. Able to analyse product assortment and able to use appropriate marketing instruments. | Practical in-class tasks. Group Project. Exam. |
| 3. Able to use price as a marketing tool. | Practical in-class tasks. Group Project. Exam. |
| 4. Understands role of distribution in the marketing mix. Able to evaluate holistics of different elements of distribution system. Able to identify relevant distribution channels. | Practical in-class tasks. Group Project. Exam. |
| 5. Understands rules of marketing research. Able to identify appropriate marketing research activities and execute them. Understands differences of different markets, able to work out appropriate marketing activities. | Exam. Group Project and presentation. Peer evaluation. Progress reports. |

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| 6. Able to segment markets and choose appropriate target market. Able to work out appropriate positioning strategy and tactics. Able to evaluate the role of brand as a marketing category, able to work out appropriate branding strategy. | Class discussions. Case studies. |
| 7. Knows instruments of marketing communication. Able to work out appropriate marketing communication program. | Group Project. Exam. |
| 8. Able to apply different instruments in developing of marketing strategy. Able to compare, evaluate, contradict, question, criticize different marketing indicators in order to evaluate marketing effectiveness. Able to analyse results and make conclusions. | Exam. Group Project. Presentation. Peer evaluation. Progress reports. |
| 9. Exam. The goal of exam is to demonstrate abilities to apply knowledge acquired in the course for solving practical problems. Exam consists of problem solving. Justified solutions must be provided for the problems. | Individual home exam. |
| 10. Course grading. The final grade composes of grade of the group Project, grade of presentation of the project, progress report evaluation, quality of presentation. Students have to do two home exams covering topics of the whole course. Activity in class, as well as peer- evaluation is evaluated. | The total grade is calculated by summing particular elements of course evaluation according to their weights. |

Study subject structure

| Part | CP | ECTS | Hours per Week | | | Tests | | |
|------|-----|------|----------------|-----------|------|-------|------|------|
| | | | Lectures | Practical | Lab. | Test | Exam | Work |
| 1. | 4.0 | 6.0 | 3.0 | 1.0 | 0.0 | | * | |