1. KentVision Code and title of the module

BUSN6930: New Product Marketing

## Division which will be responsible for management of the module

Kent Business School

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 6

## The number of credits and the ECTS value which the module represents

15 credits (7.5 ECTS)

## Which term(s) the module is to be taught in (or other teaching pattern)

**Autumn** or Spring

## Prerequisite and co-requisite modules and/or any module restrictions

BUSN3700: Introduction to Marketing

BUSN7580: Marketing Strategy

## The course(s) of study to which the module contributes

Compulsory to the following courses:

BSc Marketing and associated courses

Optional to the following courses:

BA (Hons) Business

## The intended subject specific learning outcomes. On successfully completing the module students will be able to:

8.1 Demonstrate systematic understanding of the terms “new product” and “innovation”.

8.2 Demonstrate conceptual understanding of the contribution of new product development to the firm and the factors that can be attributed to the success and failure of new products.

8.3 Demonstrate understanding of the new product development process and associated ambiguity and limits of knowledge.

8.4 Understand the research techniques useful to new product marketing that are at the forefront of a discipline..

8.5 Demonstrate understanding of the issues involved in and limits of knowledge associated with managing through the Product Life Cycle (PLC).

8.6 Demonstrate systematic understanding of the interaction between New Product Development and Management.

## The intended generic learning outcomes. On successfully completing the module students will be able to:

9.1 Demonstrate enhanced ability to self-manage.

9.2 Demonstrate enhanced ability to work in interdisciplinary areas.

9.3 Demonstrate enhanced ability to address practical new product marketing problems with a focus on identifying and interpreting analytical information with the use of scholarly reviews and primary resources (e.g. refereed journal articles)

9.4 Communicate effectively to a variety of audiences and/or using a variety of methods.

## A synopsis of the curriculum

This module allows students to extend their knowledge and understanding of innovation and new product marketing. It is based around conceptual understanding of what a new product is and illustrating effective new product marketing practices through a systematic new product marketing process. Indicative topics are:

* New Products Marketing and Innovation
* New Product Strategies
* Models on New Product Development
* Market Research and its Influence on New Product Development
* Managing the New Product Development Process from Idea Generation to Commercialisation (and this includes national and global rollouts).
* The Marketing/R&D Interface

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

Supplementary texts:

Provided via refereed research articles and/or original materials appropriate to the discipline

## Contact Hours

Private Study: 127

Contact Hours: 23

Total: 150

## Assessment methods

* 1. Main assessment methods

Individual Report (up to 1000 words) (25%)

VLE test (15%)

Examination, 2 hours (60%)

13.2 Reassessment methods

100% examination

## Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)

**Module learning outcomes against learning and teaching methods:**

| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 8.6 | 9.1 | 9.2 | 9.3 | 9.4 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Private Study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** |  |  | **X** |  |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** |
| Revision Session | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** |

**Module learning outcomes against assessment methods:**

| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 8.6 | 9.1 | 9.2 | 9.3 | 9.4 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *VLE test* | **X** | **X** | **X** | **X** | **X** |  | **X** |  | **X** |  |
| *Individual Report* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Examination* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

## Inclusive module design

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

## Campus(es) or centre(s) where module will be delivered

Canterbury

## Internationalisation

New Product Development Process from Idea Generation to Commercialisation includes national and global rollouts and new product strategies as well as models on new product development apply to international markets and global innovative practice.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
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