

5.0 credits	30.0 h	1q
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Teacher(s) :	Pecheux Claude ;
Language :	Anglais
Place of the course	Mons
Main themes :	<p>This course is divided into two parts. The first part covers the following topics: methods for generating ideas and/or creative techniques for new products/services, the strategies for entry to the market, product design, testing new products/concepts, test markets, the promotion that accompanies the launch of a new product/service on the market, etc.</p> <p>The second part of the course features experts from BASF (in the form of intensive work sessions) and focuses more specifically on the process of generating ideas and products in the B2B field.</p>
Aims :	<p>On completion of this course, students will understand the pertinent quantitative and qualitative approaches to developing and marketing new products and services.</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Evaluation methods :	Students' individual work.
Teaching methods :	<ul style="list-style-type: none"> - Lectures and seminars - Case studies
Bibliography :	<ul style="list-style-type: none"> - TROTT P. (2004), Innovation Management and New Product Development, 3rd ed., Prentice-Hall. - URBAN G., HAUSER J. (2004), Design and Marketing of New Products, Pearson Custom Publishing.
Cycle and year of study :	<ul style="list-style-type: none"> > Master [120] in Business engineering > Master [120] in Management > Master [120] in Business Engineering > Master [120] in Management > Master [60] in Management
Faculty or entity in charge:	BLSM