



SPARKLAB PRO

Product Innovation program

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17-18

positioning your firm for strategic competitive advantage.



PROGRAM DETAILS

DATES

June 12–14, 2017
The program begins at 9:00 a.m.
Monday and ends at 1:00 p.m.
Wednesday.

For hotel accommodations and more logistics, visit www.ledagroup.org

FEE

2017: \$3500 Fee includes tuition, continental breakfasts, lunches, coffee breaks, and educational materials.

LOCATION

Delgado Community Collage 615 City Park Ave, New Orleans, LA 70119

FACULTY

Peter Morphy *Professor of Marketing,*

Daniel Maxwell *Clinical Professor of Marketing; Executive Director,*

WHO SHOULD ATTEND?

Mid- to upper-level managers in any area involved in the development and management of new products. This may include functional areas such as new product development, marketing, R&D, business development, design, engineering, operations, sales, strategy, and finance, as well as members of cross-functional new product development teams.

PROGRAM BENEFITS

By attending this program, you will:

- Explore how to use the latest techniques to design new product/ service offerings that deliver customer value and better meet your customers' needs/wants.
- Learn how to develop and implement a new product development process based on market-driven best practices and frameworks.
- Engage in a collaborative learning environment and build your network of experienced business professionals.

IDEAS COMPETE, PEOPLE COLLABORATE

Consistently ranked among the top programs in the United States and worldwide, Executive Education at LEDA group is where intellectual rigor, engaging teaching, and cutting-edge research meet. We create and learn in an intense, exhilarating climate of discussion and debate. Our executive participants have transformational experiences that turn them into more empowered, impactful leaders.

CONNECTING THE SUPPLY AND DEMAND

There are two sides to **value added**: the ability to meet consumer demand, and to identify least cost ways of supplying the demanded goods.



TITAN Science & Technology group

PROGRAM OUTLINE

New Product Development and Strategic Marketing

- Strategic analysis of company, customer, and competitor
- Product, price, distribution, and promotion strategy
- Key decisions in marketing mix, based on marketing objectives

Developing a New Product's System

- Barriers to effective new product development
- Components of an effective innovation system
- New Product Development System

Develop an Innovation Strategy

- Developing a new product strategy
- Strategic goals
- Product portfolio management
- Firm innovativeness

New Product Development Best Practices

- Using marketing research practices to build voice-of-the-customer
- Characteristics of “the best” versus “the rest” innovators
- Three cornerstones of new product success
- Top reasons for new product failures
- Effects of success factors on new product performance metrics
- Frameworks and tools to prioritize marketing activities

Identifying Breakthrough Customer Needs

- Resource-based approach
- Market-based approach
- Identifying competitors
- How to uncover articulated and unarticulated customer needs

Product Development Using Consumer-based Methods

- Relating consumer/customer needs to design features
- Assessing customer trade-offs
- Predicting market share changes
- Benefit segmentation of the market
- Making key design decisions

Implementing the New Product Development Process Using a Customer-driven Approach

- Clustering development activities into phases
- Determining deliverables from each phase
- Roles of decision points
- Screening criteria and screening approaches at a decision point
- Templates for deliverables and examples of screening criteria
- Marketing research techniques to build “voice of the customer” in the development process
- Management decisions at a decision point

Sales Forecasting: Methods for New Product Development

- Types of models to use at different phases of the new product development process
- Market potential models for overall sizing of the opportunity
- Sales formation models to predict sales build-up over time
- Types of models for different products and services
- Steps to logically forecast sales
- Test sensitivity of forecast

Developing a New Product Marketing Launch Plan

- Launch decision frameworks
- Use of diagnostics
- Determining which segments to target and why
- Product positioning: value proposition
- Sales forecasting and pricing decision frameworks
- Communication strategy
- Distribution strategy

FOR MORE INFORMATION, CONTACT:

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