



Jan. 26 - 28, 2015

What
Participants Say:

"Having the theoretical knowledge linked to real life examples in the New Product Development approach, made it a real experience to absorb and apply in my everyday career."

N. Kassim,
Senior Financial Services
Representative, CIBC

"Great course, relevant content, lot's to think about and take back to work."

A. Martin,
Marketing Manager,
Rogers Business Solutions

"New Product Development is an excellent course with a diversity of information. Everything is delivered with objectivity and can be applied to any environment."

C. Wrobel,
Category Manager,
Maple Lodge Farms

OPEN ENROLLMENT • Marketing & Sales

New Product Development: The Complete Approach

How to create and successfully market new products and services. Grow your business using a step-by-step new product approach.



Take part in the most successful new product planning course in North America. Hundreds of participants have attended.

Evidence suggests that nine out of ten product ideas fail in the market place. Yet new products and services are essential for your company's growth and survival.

The new product development strategy of a company must be organized and controlled if it is to be effective.

This seminar takes the mystery out of your new product development process, and reinforces your learning with an interactive new product exercise.

The Best Part:

In this course you will also have an opportunity to **test your new product development and launching skills using our innovative simulation technology.**

Enrol today to earn your certificate.

See back for three ways to register.

[Preview & Register Online](#)



What You Will Learn

1. Develop your **complete skill-set to confidently manage new product and innovation projects**
2. **Reduce your product development cycle** and quickly gain profitable entry into new markets
3. **Create winning product concepts** using advanced idea generation, innovation project management, and screening tools
4. Factors involved in **avoiding bad product-launch decisions**
5. **Market-relevant concepts** applied to new product development
6. Strategic frameworks for **developing new innovations**
7. The principles of **team-based innovation development**
8. Launching a new product (computer simulation)

New Product Development: *The Complete Approach*

About This Seminar

New Product Development takes the mystery out of your new product development process. It presents the complete processes of new product development:

- Team selection & dynamics
- Idea generation & screening
- Concept testing
- Business analysis
- Product development strategy
- Factors effecting new product success
- Marketing & commercialization

Who Should Attend

This seminar will be of direct benefit to product managers, marketing managers, category managers, advertising managers, market researchers, sales managers and business owners who require an understanding of the new product planning process for their day-to-day management effectiveness.

Participate in
our new product
simulation
exercise



Develop your new product skills in our popular team competition.

Program Content

DAY ONE: Understanding the Fundamental Principles of New Product Development

NPD Principles

- New Products and Innovations: What Are They?
- Typical Pitfalls in NPD and Innovation Projects
- Branding a New Product, Service, or Innovation in the Marketplace for Success

Strategic Issues in New Product and Innovation Planning

- Market Segmentation Issues
- Targeting Issues
- Positioning of New Products and Services

Determining and Setting New Product Objectives

- Tools to Improve NPD Decision-Making
- Identifying New Opportunities (Products & Markets)
- Establishing NPD Objectives

DAY TWO: The New Product Development Process

NPD Team Selection, Dynamics, Process, & Assessment

- The Politics and Process of NPD: Team Selection and Dynamics
- In-Process Metrics and Measures during NPD
- Applying NPD Models (Stage-Gate, Iterative, Dynamic)
- Ideation and Project Selection
- Preliminary Assessment and Evaluation of NPD Ideas

Creating and Sustaining Market Successes with NPD

- Making the Business Case for the NPD Project, Product, & Outcomes
- Issues in NPD
- Post-NPD Activities and Metrics
- Factors for Ensuring Longer Term Success of New Products & Services

DAY THREE: Launching a New Product: Team Simulation Exercise

Simulation Results and Outputs

- Finding Appropriate Target Markets
- Assessing and Reacting to Competitive Market Activities
- Tracking NPD Success
- Group Evaluation & Feedback

Managing Your New Products Strategically

- Using NPD Toward Sustainable Competitive Advantages
- Assessing Multiple NPD Strategies
- Evaluating your Organization's 'State of Readiness' for future NPD
- Establishing Goals for Implementing NPD Processes in Your Organization
- Customizing NPD Strategies for Your Organization, Category, Resource-Level, & Competitive Position

A Highly Interactive Learning Format

New product interactive learning exercise

This program utilizes current cases plus an advanced new product simulation exercise to reinforce your learning of the new product concepts.

Faculty Profile

Brynn Winegard

Brynn Winegard is a Canadian professor, consultant, speaker and writer. She completed her MBA and PhD at the Schulich School of Business in the areas of marketing and strategy with a specialization in knowledge creation, new product development, knowledge management and marketing strategy. Brynn spent over a decade in corporate marketing working with such companies as Pfizer Inc., Nestle Inc., Bank of Montreal, ScotiaBank, CIBC and Johnson & Johnson Inc.

In-Company Training

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Executive Learning Centre

Ways to Register

Online

www.seec.schulich.yorku.ca

Fax

Download a registration form at www.seec.schulich.yorku.ca and fax to **416.736.5689**

Mail

Download a registration form at www.seec.schulich.yorku.ca and mail to the address under Payment Options at right

Course Tuition & Registration Details

Program Tuition: \$2,595 + applicable taxes. This includes instruction, all seminar materials, lunches, refreshments, but not hotel accommodations.

Special Team Savings: Save \$150 each when two or more team members from the same organization register for this program at the same time.

Please Note: Fees, dates, speakers and applicable taxes are subject to change. York's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 15 days in advance of the seminar start date. Late transfer requests, less than 15 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 15 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 15 days prior to the seminar will be subject to a \$500 administration fee. Participants must attend all program days and fulfill all program requirements in order to receive a certificate. HST# R119306736.

Program Location

Your course will take place at the following SEEC facility from 9:00 a.m. to 4:30 p.m. each day:

Schulich Executive Learning Centre,
York University, 4700 Keele Street,
Toronto, Ontario M3J 1P3
Tel: 416.736.5079

Optional Accommodations

For sessions at the Schulich Executive Learning Centre, join us at **The Schulich Executive Residence**. Participants attending this program receive a **special discounted price of \$79/night with the promotion code SEEC15**. Call 416.650.8300 for information and reservations, or book at www.elc.schulich.yorku.ca.

Payment Options

SEEC accepts Visa, MasterCard, American Express and cheques.

If paying by mail, registration forms can be sent to:
Schulich Executive Education Centre, The Executive Learning Centre, Schulich School of Business, York University, 4700 Keele Street, Toronto, ON M3J 1P3

Please make cheques payable to:
York University – Schulich Executive Education Centre

Contact Us

Call us at 416.736.5079 (1.800.667.9380 toll free), or email exceedinfo@schulich.yorku.ca.

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State-of-the-art learning facilities



Comprehensive take-home materials



Includes a handsomely framed Certificate of Course Completion. This and all SEEC open enrolment programs allow you to:

- Rapidly update your education to an executive level in areas key to your success
- Link theory to practice with a hands-on, action-based learning curriculum
- Enjoy immediate ROI through application of your learning right away
- Share experiences and knowledge with other professionals in limited-size classes
- Leverage the expertise and insight of industry savvy, real-world instructors
- Network among graduating colleagues to develop lasting business friendships



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