MERCURY

New Product Development Professional

21 – 25 June 2027
Rome (Italy)



Dubai - UAE: +971 4 450 5697
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New Product Development Professional

Ref: 16440_1020774 **Date:** 21 – 25 June 2027 **Location:** Rome (Italy) **Fees:** 7200 Euro

Introduction:

The New Product Development Professional course equips professionals with the essential knowledge and skills required to manage the entire lifecycle of new product development effectively. Participants will delve into strategic planning, ideation, market research, design, and commercialization processes, ensuring a comprehensive understanding of each phase. Emphasizing a customer-centric approach, the training integrates real-world scenarios and case studies to bridge theoretical concepts with practical applications.

Through interactive modules and assessments, learners will develop the competencies necessary to lead successful product development initiatives. Participants will navigate the complexities of product innovation and contribute to their organization's growth and competitiveness. This New Product Development Professional program is ideal for professionals aiming to enhance their expertise in new product development and pursue certification in the field.

Targeted Groups:

This New Product Development Professional training targets professionals seeking specialized knowledge and skills:

- Product Managers aiming to enhance their development strategies.
- Engineers are involved in the design and implementation of new products.
- Marketing professionals focus on product positioning and launch.
- Entrepreneurs looking to innovate and expand their product offerings.
- Business analysts assess product feasibility and market potential.
- Executives overseeing product development portfolios.

Course Objectives:

Participants will achieve the following objectives by completing the New Product Development Professional course:

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- Understand the strategic importance of new product development.
- Learn the stages of the product development process.
- Apply tools for idea generation and concept evaluation.
- Conduct market research to inform product decisions.
- Develop prototypes and test product concepts.
- Plan and execute product launches effectively.
- Manage product life cycles and post-launch activities.
- Address challenges and risks in product development.
- Collaborate across functions in product development teams.
- Utilize metrics to measure product development success.
- Foster innovation within the product development process.

Targeted Competencies:

Participants will gain the following competencies during the New Product Development Professional program:

- Strategic thinking in product development.
- Proficiency in market research and analysis.
- Skills in concept development and evaluation.
- Expertise in prototype development and testing.
- Knowledge of product launch strategies.
- Ability to manage product life cycles.
- Risk assessment and management skills.
- Cross-functional collaboration techniques.
- Application of metrics in product development.
- Innovation and creativity in product design.
- Leadership in product development teams.

Studying Scenarios:

In this New Product Development Professional training, participants will develop their skills through the analysis of the following scenarios:

- Launching a new tech gadget in a competitive market.
- Developing a sustainable product line for eco-conscious consumers.
- Rebranding an existing product to appeal to a younger demographic.
- Expanding a product's market reach through international distribution.
- Innovating a service offering to enhance customer experience.

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Course Content:

Unit 1: Introduction to New Product Development:

- Overview of the product development process.
- Importance of innovation in business growth.
- Stages of new product development.
- Role of cross-functional teams.
- Aligning product development with business strategy.
- Understanding customer needs and market trends.
- Identifying opportunities for new products.
- Challenges in new product development.

Unit 2: Idea Generation and Concept Development:

- Techniques for idea generation.
- Screening and selecting viable ideas.
- Developing product concepts.
- Evaluating concept feasibility.
- Role of creativity in product development.
- Incorporating customer feedback into concepts.
- Prototyping and concept testing.
- Refining concepts based on test results.

Unit 3: Market Research and Analysis:

- Conducting market research.
- Analyzing consumer behavior and preferences.
- Assessing market potential and demand.
- Competitive analysis and benchmarking.
- Utilizing data for decision-making.
- Identifying target markets and segments.
- Positioning products in the market.
- Forecasting sales and market trends.

Unit 4: Product Design and Development:

- Principles of product design.
- Design thinking and its application.
- Integrating functionality and aesthetics.
- Prototyping and iterative design.
- Testing and refining designs.
- Collaboration between designers and engineers.
- Managing design changes and iterations.
- Preparing for production and scaling.

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Unit 5: Product Launch and Lifecycle Management:

- Planning for product launch.
- Marketing strategies for new products.
- Sales and distribution channels.
- Post-launch monitoring and support.
- Managing product life cycles.
- Product updates and enhancements.
- Addressing customer feedback and issues.
- Strategies for product discontinuation.

Final Insights & Key Takeaways:

This course provides a framework for managing new product development from ideation to commercialization. Participants will gain practical insights and tools to lead successful product initiatives within their organizations.