

Scandinavian Academy
Training Center

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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: New Product Launch Using Marketing Communication: Proven Strategies and Techniques

Code	City	hotel	Start	End	price	Language - Hours
SM-306SA	Riyadh	Hotel Meeting Room	2027-07-25	2027-07-29	9950 SR	En - 25

Program Objectives

By the end of the program, participants will be able to:

- Examine all aspects of the New Product Development (NPD) process, its importance, and factors influencing stages involved in successful NPD.
- Identify a variety of launch success factors that will improve launch process planning and execution.
- Suggest ways for companies to avoid launch ruts by adopting techniques that appeal to today’s consumers.
- Understand the importance of using media vehicles to ignite the product launch process and increase the viability of the new product.
- Prepare product launch checklists and budgets to overcome roadblocks and smoothen the launch process.

This Program is designed for :

All staff concerned with their organization’s growth and profitability. This could include Business Development Managers; Marketing; Sales Product and Brand Managers; R & D Managers and Personnel; Managing Directors and Directors over a wide range of business areas; and everyone involved in Strategy Planning. This program is worth 25 NASBA CPEs.

Program Outline:

New Product Development

- NPD Definitions and Challenges
- NPD Objectives and Critical Success Factors
- NPD Reasons for Success and Failures
- NPD as a Key Marketing Strategy
- Assessing Commercial Viability

The New Product Development Process

- Idea Generation and Screening
- Concept Development and Testing
- Marketing Strategy
- Business Analysis
- Product Development
- Test Marketing
- Commercialization

The Product Life Cycle and New Product Launch

- Life Cycle Stages
- Product Life Cycle Strategies
- The Phase-Gate Process: Structuring the NPL
- The Boston Consulting Group Growth Matrix
- The Product Market Expansion Grid (A Portfolio Planning tool)

New Product Launch: Setting Up the Stage

- Things to Consider Prior to Product Launch
- The Launch Hurdles
- Planning Your Media Schedule and Costs
- Selecting the Launch Team
- Preparing the Product Launch Checklist and Toolkits

- Product Launch Strategies

New Product Launch: Full Engagement Launch

- Preparing the Press Kit Checklist
- Product Launch Marketing Budget Toolkit
- Preparing the Press Release
- The Product Launch Plan
- Product Overview Document
- SWOT Analysis, Graphic Chart, and the Creative Plan
- The Role of the Advertising Agency

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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