



# MANAGEMENT OF NEW PRODUCT AND SERVICES

## PROF. JAYANTA CHATTERJEE

Department of Management

IIT Kanpur

**PREREQUISITES** : Preferably Marketing Management I

**INTENDED AUDIENCE** : MBA and M.Des students, senior B.Tech students, professional executives in Marketing and/or Design Management and New Venture Development functions.

**INDUSTRY SUPPORT** : Consumer Durables, FMCG, Automotive, Chemical, Pharmaceutical, Engineering and Service Industries

## COURSE OUTLINE :

This is a post graduate level course on New Product/service Development. The objective of the course is to familiarize the participants with methods for identifying opportunities and how to convert the opportunities into commercially viable products and services. Participants will be provided with case illustrations of theoretical concepts . After attending the course participants will be familiar with various steps of new product development and will be able to prepare marketing plans for successful commercialization of their ideas.

## ABOUT INSTRUCTOR :

Prof. Jayanta Chatterjee is an Adjunct Senior Professor of Marketing, Sales and Strategy in the Department of Industrial and Management Engineering at IIT Kanpur. An Electrical Engineering graduate from Jadavpur University, M.Tech and PhD from IIT Delhi,(.) Prof. Chatterjee has eighteen years of Management teaching experience in India and abroad and 30 years of hands on management experience in different countries. He has risen through Sales, Marketing, Project Management, Technology and Business development functions in top multinationals like Siemens, Allen Bradley, and Rockwell International to CEO and Executive Director positions. He has founded two successful start-ups and mentored many. His earlier courses on Marketing Management I and II, Strategic marketing and Managing Services on NPTEL are well subscribed. The book on Services marketing co-authored by Prof Chatterjee and published by Pearson India is also well known.

## COURSE PLAN :

**Week 1** : New Product and New Service Management - Theoretical Foundations

**Week 2** : From ideation to pre- launch of new products

**Week 3** : Post Launch activities, NPD process based on organization

**Week 4** : NPD- Global marketing and Architecture of Marketing Plan