

New Product Marketing

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The seminar deals with the new product development process from idea creation to diffusion in the market place. The following topics will be covered:

- **INNOVATION ADOPTION AND DIFFUSION THEORY**
- **NEW PRODUCT IDEA GENERATION**
- **NEW PRODUCT DIFFUSION MODELS**
- **NEW PRODUCT DESIGN**
- **NEW PRODUCT FORECASTING**
- **MANAGING NEW PRODUCT DEVELOPMENT**
- **NEW PRODUCT INTRODUCTION AND COMPETITIVE RESPONSE**