

FORM: Syllabus
Course description

General information		
Course Holder	Linda Martić Kuran, senior lecturer	
Course title	Product design and development	
Study programme	Commercial Business with Entrepreneurship	
Course status	Mandatory	
Year	3	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload	6
	Number of classes (L+P+S)	30+15+15

1. COURSE DESCRIPTION		
1.1. Course objectives		
Students acquire basic theoretical and practical knowledge in the process of developing a new product as well as theoretical and practical knowledge of commercialization and product management (and service) throughout the life cycle.		
1.2. Terms for enrollment		
Prescribed by the Statute of the Polytechnic Marko Marulić in Knin.		
1.3. Expected learning outcomes related to the course		
<p>After passing the exam, it is expected that the student will be able to:</p> <ol style="list-style-type: none"> 1. Explain the new product as a multidimensional concept. 2. Identify positioning activities of a new product. 3. Identify the activities of commercializing a new product. 4. Explain the stages of a new product development. 5. Distinguish product management by stages of the life cycle. 6. Interpret the connectivity and impact of various forms of innovation on the development of the company's competitiveness. 7. Distinguish product design components. 8. Link activities through the process of developing a new product. 9. Categorize consumers by the time they adopt new products. 10. Compare the most common methods for measuring the preference of consumers. 11. Compare market test methods for a new product. 12. Demonstrate market aspects of products. 13. Apply acquired knowledge in developing a marketing plan for developing a new product. 		
1.4. Course content		
<ol style="list-style-type: none"> 1. Product - the underlying element of a marketing sphere 2. Development of new products 3. Market aspects of products 4. The process of accepting and diffusing a new product 5. Product Management 6. Product Design 7. Implementing the development of new products into a development marketing plan 		
1.5. Forms of class conducting	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> practice <input type="checkbox"/> e-learning <input checked="" type="checkbox"/> field learning	<input checked="" type="checkbox"/> independent work <input checked="" type="checkbox"/> multimedia and the network <input type="checkbox"/> laboratory <input checked="" type="checkbox"/> mentor work <input type="checkbox"/> other

1.6. Comments							
1.7. Student obligations Regular attendance of lectures and practice, tasks, colloquiums, exam preparation, exams							
Students are obligatory to attend lectures and exercises at least 50% (for not mandatory students) or 70% (for mandatory students). Besides the attendance of classes, active participation in the teaching also presupposes the group tasks presentations, participation in practical exercises and discussions, and the preparation of homework assignments.							
1.8. Student evaluation method ¹							
Attendance		Class activity	1,2	Seminar paper	1,2	Experimental work	
Written exam	1,8	Oral exam		Essay		Research	
Project				Report		Practical work	
Portfolio			1,8				
1.9. Evaluation of the students' work during classes and in the final exam							
The student is required to pass two knowledge tests (colloquia) from the content of lectures and exercises. The condition for joining the second colloquium is the positively assessed first colloquium. Each colloquy needs to answer exactly 50% of the questions. (1) 0 - 49%, sufficient (2) 50 - 62%, good (3) 63 - 75%, very good (4) 76 - 88% , excellent (5) 89 - 100%. Total achieved points in two quarters are recognized as points achieved on the final written exam. Students who successfully solve both classes through teaching activities, submit a project work (group or individual, if desired) and present oral work, the exam is deemed to be passed and a grade will be offered in the course. If a student does not meet the qualifications, he or she is required to take the final exam in writing. If a student achieved a total score between two positive grades (eg between 2 and 3), attending classes 80% and above and participating in teaching activities, the higher grade will be concluded. Students attending classes less than 80% for higher grades may be eligible if they wish. Students who want a higher overall rating need to re-enter the final exam in writing							
1.10. Compulsory reading (at the time of application of the study program proposal)							
1. Šerić N. (2009). Razvoj i dizajn proizvoda i upravljanje markom, Split, Ekonomski fakultet Split (recenzirana skripta). 2. Lecturer notes.							
1.11. Additional reading (at the time of application of the study program proposal)							
<ul style="list-style-type: none"> - Kotler, P. (2001). Upravljanje marketingom, 9. izdanje, Mate, Zagreb - Kotler P., Wong V., Saunder J., Armstrong G. (2006). Osnove marketinga, Mate d.o.o. Zagreb. - Kupelian, D. (2010). Marketing zla. Harfa, Kaštel Gomilica. - Renko, N. (2005). Strategija marketinga. Naklada Ljevak, Zagreb. - Kotler, P. i Keller, K.L. (2008). Upravljanje marketingom. Mate, Zagreb. - Renko, N. (2009). Strategija marketinga, Naklada Ljevak, Zagreb. - Grbac B. i Meler, M. (2007). Prikupljanje i uporaba tržišnih informacija: kako prepoznati mogućnosti na tržištu? Ministarstvo gospodarstva, rada i poduzetništva, Zagreb. - Kotler, P. (2006). Kotler o marketing – kako stvoriti, osvojiti i gospodariti tržištima. Masmedia, Zagreb. - Sanja Rocco (2015). UPRAVLJANE PROIZVODOM, KREIRANJE MARKE I DIZAJN // elektronska skripta, Visoka poslovna škola Zagreb s pravom javnosti, Zagreb. - Grbac, B. i Lončarić, D. (2010). Ponašanje potrošača na tržištu krajnje i poslovne potrošnje - osobitosti, reakcije, izazovi, ograničenja. Impresum, Rijeka. 							
1.12. Number of copies of the compulsory reading units compared to the number of students currently attending the course							
Title		Number of copies		Number of students			
Šerić N. (2009). Razvoj i dizajn proizvoda i upravljanje markom, Split, Ekonomski fakultet Split (recenzirana skripta).				e-book / teacher		12	
Kotler, P. (2001). Upravljanje marketingom, 9. izdanje, Mate, Zagreb				library		12	
Kotler P., Wong V., Saunder J., Armstrong G. (2006). Osnove marketinga, Mate d.o.o. Zagreb.				library		12	

¹IMPORTANT: Each Student Evaluation Method should be followed by a corresponding share in the ECTS credits for each activity so that the total number of ECTS points corresponds to the credit score of the subject. You can use blank fields for additional activities.

Kupelian, D. (2010). Marketing zla. Harfa, Kaštel Gomilica.	library	12
Renko, N. (2005). Strategija marketinga. Naklada Ljevak, Zagreb.	library	12
Kotler, P. i Keller, K.L. (2008). Upravljanje marketingom. Mate, Zagreb.	library	12
Renko, N. (2009). Strategija marketinga, Naklada Ljevak, Zagreb.	library	12
Grbac B. i Meler, M. (2007). Prikupljanje i uporaba tržišnih informacija: kako prepoznati mogućnosti na tržištu? Ministarstvo gospodarstva, rada i poduzetništva, Zagreb.	teacher	12
Kotler, P. (2006). Kotler o marketing – kako stvoriti, osvojiti i gospodariti tržištima. Masmedia, Zagreb.	library	12
Sanja Rocco (2015). UPRAVLJANE PROIZVODOM, KREIRANJE MARKE I DIZAJN // elektronska skripta, Visoka poslovna škola Zagreb s pravom javnosti, Zagreb.	e-book / teacher	12
Grbac, B. i Lončarić, D. (2010). Ponašanje potrošača na tržištu krajnje i poslovne potrošnje - osobitosti, reakcije, izazovi, ograničenja. Impresum, Rijeka.	library	12
Šerić N. (2009). Razvoj i dizajn proizvoda i upravljanje markom, Split, Ekonomski fakultet Split (recenzirana skripta).	e-book / teacher	12
1.13. Quality assurance methods that ensure the acquisition of knowledge, skills and competencies		
Continued monitoring of students' progress during lectures and exercises. During the course, students are introduced to potential issues related to subject matter, and their creativity and independent work are encouraged. Continuing the implementation of the exam or exam examines the success of the students. At the end of the semester, the evaluation of the teachers and the course by students (student surveys) is carried out. Teacher feedback is used to improve the quality of teaching. Information on the learning outcomes achieved is used to draw self-evaluation of the teacher and, if necessary, to modify and / or amend the study program of subjects, methods of work and assessment of students.		