

BUS 372, Fall 2003
New Product Development
Section A: Monday, Wednesday 11:00 – 12:20, Room KEI101

<i>Instructor</i>	Jeffrey S. Pinegar Office Hours: Stager 233, <ul style="list-style-type: none">• Monday, Wednesday 9:30 - 10:30 and after class• Tuesday, Thursday 11:00 -11:50 and after class E-Mail: jeff.pinegar@fandm.edu IM Name: mrktngprf Office: 358-4460 Website: http://edisk.fandm.edu/jeff.pinegar/
<i>Course Description</i>	<p>This course examines the analytical, decision making, and planning concepts and tools available to market, product, and brand managers. Specific decisions to be addressed include: product policy, policy formulation, and the selection of product market strategies, new product development, product-line modification, and organizational implications. This course will consider both products and services.</p> <p>The course is structured to provide ample opportunity for interaction among students, and between student and instructor. Emphasis is placed on text material, discussion of cases and relevant readings. Because of the heavy emphasis on discussion and interaction, attendance on a regular basis will be expected. The major objective of this course are:</p> <ol style="list-style-type: none">1. To impart knowledge of some fundamental new product marketing concepts.2. To provide a background in new product management so that you can interact with others in the profession and other management functions.
<i>Required Readings</i>	<p>Crawford, C. Merle and C. Anthony Di Benedetto (2003), <i>New Products Management</i> (7th ed.). Boston: McGraw-Hill Irwin.</p> <p>Kemper, Steve (2003), <i>Code name Ginger : the story behind Dean Kamen's quest to invent a new world</i>. Boston, Mass.: Harvard Business School Press.</p> <p>Other assigned articles will be available on the class eDisk.</p>
<i>Attendance Police</i>	<p>Attendance is required but I normally do not take attendance. If I notice that you are missing class, you're missing to many classes and it will adversely effect your grade (see class participation). If I am going to miss/cancel class I will let you know via email in advance.</p> <p>If you attend class, you are expected to be in the room at the start of class and to remain in the room throughout the class, unless you let me know in advance you will be arriving late or leaving early. Coming in late or leaving the room disrupts me and your fellow students.</p>
<i>Academic Conduct</i>	<p>Excellent academic conduct is expected. It is expected that all work on which you are graded will be the result of your own efforts (i.e. personal knowledge, thinking and labor). All references used during assignments should be properly cited. All forms of dishonesty, including but not limited to, cheating, plagiarism, knowingly furnishing false information, or academic misconduct is unacceptable. Anyone suspected of violating this policy will automatically be referred to the school administration.</p> <p>Academic misconduct is any act that does or could improperly distort student grades or other student academic records. Such acts include but need not be limited to the following:</p> <ul style="list-style-type: none">• Possessing, using or exchanging improperly acquired written or verbal information in the preparation of any essay, laboratory report, examination, or other assignment included in an academic course;• Substitution for, or unauthorized collaboration with, a student in the commission of academic requirements;

- Submission of material that is wholly or substantially identical to that created or published by another person or persons, without adequate credit notations indicating authorship (plagiarism);
- False claims of performance or work that has been submitted by the claimant;
- Alteration or insertion of any academic grade or rating so as to obtain unearned academic credit; Deliberate falsification of a written or verbal statement of fact to a member of the faculty so as to obtain unearned academic credit;
- Forgery, alteration or misuse of any institute document relating to the academic status of the student.

While these acts constitute assured instances of academic misconduct, the instructor may define other acts of academic misconduct.

Grading

In the tradition of liberal arts, the course is based on 2 of the 3 Rs, Reading and 'riting. Several types and groups of assignments are used in the course in order to balance (1) covering the material to a proper and good depth, (2) students performing tasks which indicate competency and understanding, (3) students having enough time to sleep and breath, (4) having a grading system that is not a pain to administer and (5) having a system that satisfies the school administration.

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| • Final Exam | 20% |
| • 3 short quizzes (3 □ 5%) | 15% |
| • 2 short papers (2 □ 15%) | 30% |
| • Marketing 101 Warm-up | 5% |
| • Group Project | 30% |
| • Class Participation | (potential lose of 5%) |

This course is taught from a marketing perspective and effective marketing relies upon successful transmission of information from seller to buyer. A product, your work "sells" when its benefits are clearly understood and they satisfy the needs of the buyer, me. When preparing your work for this course, please keep this in mind. Think of your papers and exams as marketing problems; try to use what you learn about marketing when you develop them. For example, if, as perceived by the reader, your paper offers no evidence that you know or understand of the theories studied in this course (that is, if the paper could have been written equally well by someone who had never been in the marketing course or read our text) you will receive a failing grade. A paper that earns a C has simply met the absolute minimum level of development.

General grading standards for the work you do in this course are as follows:

- A. This paper (or answer on an exam) demonstrates a clear understanding of the marketing theories appropriate for the case or question. The theories and concepts are used as both a framework for analysis and the analysis itself. Options and recommendations flow logically from the analysis. Potential pitfalls are identified and contingencies mentioned, if available. The paper is analytical in nature. This paper is well developed, captures the reader's attention quickly, employs deductive reasoning, and uses proper English.
- B. This paper differs from the "A" paper primarily by its development. While proper concepts and theories are used, they are often used as points of description than themes for analysis. In addition, this paper may be less effectively written either by its use of language or by its opening or concluding remarks.
- C. This paper shows an adequate understanding of the theories and concepts, but uses these tools mainly to describe the case; there is little analysis and insight. It does not demonstrate that the author sees the case through the eyes of a marketer. This paper is usually too short to be effective, too descriptive rather than analytical, settles on a recommendation too quickly, and/or lacks any concern for the possible side effects of the recommendation.
- D. This paper uses the terms covered in the course, but does not use them to gain any insight into the case. This paper could be written by someone who simply read the table of contents of the text, and it might also suffer from serious writing problems either in the development of the paper or in the use of the language.

- F. This paper could have been written by someone who had never read a book or article on marketing or attended any of the class sessions. This paper is intuitive rather than theory based and analytical and does not demonstrate that the author has learned anything about marketing.

These are *general* guidelines. Papers that meet the test for an A, but are poorly written will probably receive a B. Likewise, one that receives a C might be suffering from poor writing of an otherwise B paper. Effective writing, however, will not be able to disguise weak content. In other words, you might think of a paper as 75% content and 25% form.

Since members of the class have a variety of experience writing, the standards I use for grading will be lower initially but will significantly increase over time. That is, my expectations for the use of sound theories and concepts to fully understand both the strategic and tactical issues in the case will by more complete -- one concept or theory will not be enough. In addition, my expectations for a well “packaged” product will increase as the course progresses and you are able to consider perception processes, strategic options and their implications, the nature of demand, the product life-cycle, and the like. (*Adapted from Con Kasperson*)

Assignments

<i>General</i>	<p>Assignments are due at the start of class on the day assigned or before and will not be accepted late under any circumstances. If you are going to miss class on the day an assignment is due, to receive credit for the assignment, you must get the assignment to me before class. Placing the assignment in the class eDisk drop box is acceptable.</p> <ol style="list-style-type: none"> 1. To be accepted, all assignments must be prepared on WHITE 8 1/2 X 11 inch paper, and all multi-page assignments must be neatly stapled (this is a pet peeve, believe it) with your name in the top right corner.. 2. All assignments are to be professional quality and incorporate proper grammar, spelling, word usage, clarity, sentence structure, sentence variety, and use proper writing principles. 3. All assignments are to be typed, single sided, double-spaced, 12-point font, with 1-inch margins. (<i>Failure to follow these guidelines will result in a loss of points</i>) 4. Suggested paper length should not be seen as a hoop to be jumped through, or a firm requirement but as an indicator of the instructor’s expectations of the depth of coverage an assignment requires. Regardless of length, your goal should be to cover the material as concisely as possible. A short tight paper will receive a much higher grade than a long puffy paper.
<i>Class Participation</i>	<p>- 5%</p> <p>Class participation is expected! Failure to participate can result in the loss of up to 5% of your final grade. At the beginning of each class we will discuss product that have come to market recently. You are expected to offer new products that you have <i>discovered</i>. When practical you should have <i>props</i> such as print adds or the product itself. There will be several class preparation tasks, completion of these tasks will also be considered.</p>
<i>Final Exam</i>	<p>20% of your grade</p> <p>A final exam covering the all the class material. Further details on the format of the exam will be provided during class. A portion, or all of the exam, may be given in the form of a take home exam. Unless the instructor is notified <u>in advance</u>, of an acceptable excuse, no make-up exam will be given, and a grade of zero will be assigned.</p>
<i>Quizzes</i>	<p>3 Quizzes, 5% each for a total of 15% of your grade</p> <p>Quizzes will be short in length and cover recent text or lecture material. The questions will be similar to short answer question that might appear on an exam.</p>
<i>Marketing 101 Warm-up</i>	<p>5% of your grade</p> <p>“Build a better mouse trap and the world will beat a path to your door.” Ralph Waldo Emerson. Details will be provided on the first day of class.</p>

Short Papers

2 Short Papers, 15% each for a total of 30% of your grade

Papers 3–10 pages plus exhibits. Additional details of this assignment will be provided later. The papers will be drawn from the book *Code Name Ginger*. The paper must explicitly relate to the subject matter of the course.

Group Project

30% of your grade

Self-selected groups of four students working together will write a major term paper and present their findings before the class near the end of the term. The term paper itself is worth 60% of this assignment, while quality of the in-class presentation is worth 40%. The ability to incorporate and apply lecture and textbook material is considered when grading. Presentations will take place on the days indicated on the course calendar. All term papers are due on the last day of presentation.

You may select either a very successful new product that was launched in recent years, or one that was launched but was a spectacular failure in the marketplace. You may want to start with a Harvard business case (<http://harvardbusinessonline.hbsp.harvard.edu>) or a product that a group member has been involved with during any past work experience. I strongly recommend that you select a product that has been discussed widely in the press. Excluded products: video game machines, Infusion Basketball, Jet Blue, Colored Ketchup, *New Coke*, Segway, and ibot.

During the course of the semester you will submit 3 project progress reports. The dates for these reports are shown on the class schedule.

Report #	Requirements
#1	Name of Group members, name of product, the day you would like to do give your presentation. I will approve your product selection at this point.
#2	A list of references you have used to investigated for this product AND a copy of your reference material.
#3	The first draft of your presentation. Identify key reasons for product success or failure.

Your report will be an analysis of the development and marketing of this product. The product's history (as traced in the business press, news magazines, etc.) should be reasonably complete. You would also be expected to assess the key reasons for product success or failure (through analysis of the competition, the market, the product/product mix etc. market segmentation and not idle speculation), and speculate on how the outcome might have been improved had specific and justified steps in the new product development process been different. Again, these are only crude guidelines; additional guidelines will depend on your selected product.

A critical component of this project is your professional presentation before the class. It is expected that you will use PowerPoint or an equivalent presentation system. PowerPoint software and projection hardware will be available on the group presentation days.

A typical report is about 25 pages long including exhibits. It should include all pertinent background material on the product you are studying, your analysis and description of the new product development process, your conclusions, and your recommendations. Your presentation is expected to be a summary of the content in the report with an emphasis on the key issues/decisions that lead to success or failure. A great resource for a marketing plan outline is Appendix D of our text or http://uhaweb.hartford.edu/katrichis/Mktg_Pln/outline.htm.

It is expected that the group will handle problems of participation by individuals as they would at work. A group peer evaluation of each group member will be included in the determination of final course grades. Two related pieces of advice: (1) Deal with problem members early; (2) Rate them accurately on the group peer evaluations.

Tentative Calendar (subject to change with or without notice, but with good reason)

Wk#	Date	Subject & Chapters	Assignments
1	Monday, Sep 01	No Class	
	Wednesday, Sep 03	Part 1: Chapters 1, 2, 3	
2	Monday, Sep 08		
	Wednesday, Sep 10		Mouse Trap Presentation
3	Monday, Sep 15		
	Wednesday, Sep 17	Part 2: Chapters 4, 5, 6, 7	Project Report #1
4	Monday, Sep 22		Quiz #1
	Wednesday, Sep 24		
5	Monday, Sep 29		
	Wednesday, Oct 01	Part 3: Chapters 8, 9, 10, 11, 12	
6	Monday, Oct 06		
	Wednesday, Oct 08		Paper #1 Ginger Ch 1-9
7	Monday, Oct 13	Fall Break	
	Wednesday, Oct 15		Project Report #2
8	Monday, Oct 20		
	Wednesday, Oct 22		Quiz #2
9	Monday, Oct 27	Part 4: Chapters 13, 14, 15, 16	
	Wednesday, Oct 29		
10	Monday, Nov 03		
	Wednesday, Nov 05		
11	Monday, Nov 10	Part 5: Chapter 17, 18, 19, 20, 21, 22,	
	Wednesday, Nov 12		
12	Monday, Nov 17		Paper #2 Ginger Ch 1-18
	Wednesday, Nov 19		Quiz #3, Project Report #3
13	Monday, Nov 24		
	Wednesday, Nov 26	Thanksgiving break	
14	Monday, Dec 01		Class Presentations
	Wednesday, Dec 03		Class Presentations
15	Monday, Dec 08		Class Presentations
	Wednesday, Dec 10	Article – Why New Product Development Rules Fail Article – What I Still Don't Know About New Product Management	Review
16	TBD		