



Channel Islands  
CALIFORNIA STATE UNIVERSITY

## **MKT 411: NEW PRODUCT DEVELOPMENT SPRING 2019**

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Office Hours: **Tuesdays and Thursdays, 12:15pm - 1:15pm** | Visit at **Sage Hall 2035** |  
If these times do not work, please send an email to schedule.

Course Information: **Tuesdays and Thursdays, 6:00pm - 7:15pm** | In **Bell Tower 2372** |

Course Text:

1. Crawford, Merle and Anthony Di Benedetto (2015), *New Products Management*, Boston MA: McGraw-Hill (11th edition –10<sup>th</sup> edition is also fine)

Course Description: In order to achieve and then sustain a true competitive advantage in today's challenging business environment companies must be faster, more creative, flexible and innovative. This course offers each student the opportunity to gain in-depth knowledge of the critical role new product development will play in the successful enterprises of the future. It will raise many questions and challenges the student to take the ideas, concepts and tools that they are exposed to and apply them in creating their own new product marketing projects.

Lectures and Workshops: The objective in this course is for you to get introduced to concepts and practices in new product development and management. The lecture + workshop structure will give you the opportunity to utilize the theory right after you learn it. The lectures will require you to understand and discuss the concepts; the workshops will allow you to apply the topic of that week to a project. I hope to be a facilitator or guide more than a lecturer, and surely I will need your help to do this. Most of my students in the previous years said they loved this structure because it means most assignments can be accomplished during class and there is less to do on their own time; it also resolves any scheduling conflicts you may encounter for your team project meetings.

Program Learning Goals: These are the skills we try to help you build in all MVS courses

- A. Critical Thinking
- B. Oral Communication
- C. Written Communication
- D. Collaboration
- E. Conduct (Ethics)
- F. Competency in Discipline

Course Learning Outcomes: Upon completion of this course, you will be able to

1. Describe and apply new product development concepts to real life cases (A, C, F)
2. Analyze and suggest new product development strategies for companies through your team projects (A, B, C, D, E, F)
3. Communicate these suggestions through professional presentations and reports (B, C)
4. Evaluate existing new product development practices used by companies (A, E, F)

**Assessment**

The grading system in this class might seem unusual at first, but I will explain it in detail at our first session. Please make sure you understand the structure, if not, ask and come visit me during office hours so it is crystal clear.

You will be collecting points through your participation, exams and assignments as listed below. They will add up to your final grade (so no need to calculate percentages from letter grades).

**GRADES ARE NON-NEGOTIABLE!** If there seems to be an error (e.g. missed a part in an exam or make a mistake calculating) let me know.

Assignment	# of submissions	Points per submission	Total
Participation			15
Weekly Assignments	10	1	10
Project Report	2	15	30
Project Presentation	2	10	20
Peer Evaluations	1	5	5
Final exam	1	20	20
<b>Total</b>			100

Assignments: I will post assignments sporadically on Canvas. They will range from 1 to 5 pages depending on the topic of the week. Most of them will be related to the project and you might even be able to finish them during the workshops, in which case you will only be responsible for remembering to upload them to Canvas.

Exam and Quizzes: You will have one final exam as scheduled (see the schedule below). There will also be two announced quizzes.

Participation: I am a big believer in participation, especially as part of a marketing course: You need to be able to present your thoughts in a discussion and more importantly you need to be able to convince people (i.e. me and the other students in the class) that your argument is valid. If you feel uncomfortable speaking in class I strongly suggest you seek another class/section that does not require as much involvement.

Project: You will be working on a project in groups of 3 or 4. The project will entail developing a comprehensive marketing plan for a new product or service that the team has conceived. In the past my students have done similar projects with start-ups and non-profits; they even found jobs through this project. Keep in mind, the project can only be what you make of it. You reap what you sow!

Presentation: I expect that you will be able to present your team project in a truly professional manner, all kinds of performances are welcome. Details will be explained in class.

**DEADLINES ARE NON-NEGOTIABLE!** If a submission is late it is an automatic 0 point (though you might be able to make up for it through other assignments). I will respect your busy schedules by helping you do most of the work in class. I hope you'll return the favor by not asking me to change my schedule.

It is your responsibility to keep track of due dates (see schedule below) Any changes will be reflected on Canvas so watch out for new assignments, and announcements throughout the semester.

## **CSUCI Policies**

Disability Accommodations: CSU Channel Islands is committed to equal educational opportunities for qualified students with disabilities in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. The mission of Disability Accommodation Services is to assist students with disabilities to realize their academic and personal potential. Students with physical, learning, or other disabilities are encouraged to contact the Disability Accommodation Services office at (805) 437-8510 for personal assistance and accommodations.

Academic Honesty: I was a student not so long ago, you should take honesty seriously, so will I. Understand that, by registering in this section you agree to uphold your end of the deal.

In case you have doubts as to what constitutes academic dishonesty please see below:

1. Academic dishonesty includes such things as cheating, inventing false information or citations, plagiarism and helping someone else commit an act of academic dishonesty. It usually involves an attempt by a student to show possession of a level of knowledge or skill that he/she does not possess.
2. Course instructors have the initial responsibility for detecting and dealing with academic dishonesty. Instructors who believe that an act of academic dishonesty has occurred are obligated to discuss the matter with the student(s) involved. Instructors should possess reasonable evidence of academic dishonesty. However, if circumstances prevent consultation with student(s), instructors may take whatever action (subject to student appeal) they deem appropriate.
3. Instructors who are convinced by the evidence that a student is guilty of academic dishonesty shall assign an appropriate academic penalty. If the instructors believe that the academic dishonesty reflects on the student's academic performance or the academic integrity in a course, the student's grade should be adversely affected. Suggested guidelines for appropriate actions are: an oral reprimand in cases where there is reasonable doubt that the student knew his/her action constituted academic dishonesty; a failing grade on the particular paper, project or examination where the act of dishonesty was unpremeditated, or where there were significant mitigating circumstances; a failing grade in the course where the dishonesty was premeditated or planned. The instructors will file incident reports with the Vice Presidents for Academic Affairs and for Student Affairs or their designees. These reports shall include a description of the alleged incident of academic dishonesty, any relevant documentation, and any recommendations for action that he/she deems appropriate.
4. The Vice President for Student Affairs shall maintain an Academic Dishonesty File of all cases of academic dishonesty with the appropriate documentation.
5. Student may appeal any actions taken on charges of academic dishonesty to the "Academic Appeals Board."
6. The Academic Appeals Board shall consist of faculty and at least one student.
7. Individuals may not participate as members of the Academic Appeals Board if they are participants in an appeal.
8. The decision of the Academic Appeals Board will be forwarded to the President of CSU Channel Islands, whose decision is final.

## Course Outline

Week	Tuesday		Thursday	
1	Jan 22	Course Overview New Products Assignment (due Jan 24)	Jan 24	New Products Discussion
2	Jan 29	New Products Management Chapters 1 & 2	Jan 31	Opportunity Identification Chapter 3 Form Teams Team Contract
3	Feb 5	Product Concept Chapter 4	Feb 7	IDEO Case Discussion IDEO Case write-up (due Feb 6)
4	Feb 12	Solving Customers' Problems Chapter 5	Feb 14	Workshop Concept Portfolio Assignment
5	Feb 19	Perceptual Maps Chapter 6	Feb 21	Workshop Perceptual Map Assignment
6	Feb 26	Concept Evaluation and Testing Chapters 8, 9 & 10	Feb 28	Workshop Concept Test Assignment
7	Mar 5	Product Protocol Chapter 12	Mar 7	Workshop
8	Mar 12	Midterm Presentations I **Midterm Report Submission Mar 11, Monday**	Mar 14	Midterm Presentations II
<b>Spring Break ☺</b>				
9	Mar 26	Development and Design Chapters 13 & 15	Mar 28	Workshop Design Assignment
10	Apr 2	Financial Analysis Chapter 11	Apr 4	Guest Speaker
11	Apr 9	Strategic Launch Planning Chapter 16	Apr 11	Workshop Launch Strategy Assignment
12	Apr 16	Implementation of the Strategic Plan Chapter 17	Apr 18	Workshop Launch Tactics Assignment
13	Apr 23	Launch Management Chapter 19	Apr 25	Workshop Contingency Planning
14	Apr 30	Market Testing Chapter 18	May 2	Course Review
15	May 7	Final Presentations I **Final Report Submission May 6, Monday**	May 9	Final Presentations II
<b>Finals week</b>			May 16	Final Exam @ 7:00 pm

- Readings are due on the lecture day.
- All assignments are due on next work Tuesday, unless stated otherwise.
- Presentation files are due on the day of presentation @ 5:00 PM.
- All submissions are through Canvas.