

MKTG 4970: New Product Development - Spring 2014

Thursday 5:00-6:15; Classroom 10, Lowder Hall

Rev. 9: 1/30/14

Instructor: David M. Hanning
Office Hours: Tuesday & Thursday 4:00-5:00..6:30-7:30PM
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Best way to contact is dmh0021@auburn.edu - Include a subject heading (MKTG 4970).
Web site: <http://business.auburn.edu/~dmh0021>
Required Text: *New Products Management, 10th edition* - Crawford and Di Benedetto;
Recommended: *The PDMA Handbook of New Product Development, 2nd edition* – Kahn
Supporting information pulled from other sources will be included in the power point presentations and appropriately noted.
Tech Requirement: i-clicker 2 – Audience Response System (ARS) student remote

Class Objectives:

New product development is the leading edge in any enterprise. It must direct, lead, position and ultimately place the organization on the forefront of a market, an opportunity, or a technology. As marketing professionals, a thorough understanding of how new products are developed will ensure your ability to quickly assimilate into any organization. This in turn will enable you to provide a strong supporting and/or leadership role for your company.

MKTG 4970: New Product Development is an introductory course in the development of new products. Emphasis will be placed on five keys to successful new product development: (1) The Situation Analysis, (2) Strategy – The Product Innovation Charter (PIC), (3) Idea/Concept Generation & Evaluation Process, (4) The Product Development Pipeline (PDP), and (5) New Product Launch & Launch Management Process along with all the planning tools to support you as a Product Marketer.

Students will gain a broad understanding of the Marketer's role in the new product development process. Students, based on their academic/career selection (ex. Marketing, Business Management, Engineering, etc.), will gain an understanding of how and where they "plug in" to new product development. Students will leave with a tool kit of skill sets to enable them, if they choose, or find themselves, in a product development career path.

Grade Determination:

4 Exams -----	50%
2 Individual Assignments -----	5%
2 Team Assignments -----	15%
Final Comprehensive Exam -----	25%
Attendance/Participation & Pop Quizzes -----	5%

Examinations:

Exams will include "fill-in-the-blank", "multiple-choice" and "true/false" to determine the students understanding of the NPD terminology. "Essay" and "analytical" related exam questions, designed to determine the students understanding of the concepts, processes and applications of new product development, will also be a component of all exams. Many of the test questions will require the student to analyze a "real world" product development situation and make good business decisions. Students are responsible for the assigned readings, regardless of whether they were discussed in class lectures. If there is a direct conflict, lecture material supersedes the text book.

There are 5 exams. Each exam takes 75 minutes. Each exam is weighted equally (10% of your final grade). A 10 point grading scale will be used, ex: A=90-100; B=80-89; C=70-79; D=60-69 and F=59 and below.

Make-up exams will only be given to students who have excuses recognized by the Tiger Cub. If a student misses an exam and feels that it is a legitimate excuse, a written excuse with documentation must be provided within 1 week of the missed exam. The instructor reserves the privilege to verify all excuses to make sure they follow the conditions in AU policy as expressed in the Tiger Cub. No make-up tests will be given for unexcused exams.

Assignments:

An Instructor provided situation analysis will be provided for 3 different companies. Based on the situation analysis each student will provide:

Assignment #1 – A power point presentation of the company's product hierarchy similar to the example shown in Lesson 3.

Assignment #2 – A product centric competitor analysis (power point) similar to the example shown in Lesson 6. As part of the analysis, a minimum of 2 competitors is required.

The class will be broken into 5 teams of 5 students following Lesson 10 lecture. Based on the Instructor provided situation analysis, individual student product hierarchy and competitor analysis, each team will provide the following:

Assignment #1 – Select one of the three case study companies and develop a "stated concept" that your team wants to develop as a new product. The team will develop a rough cut, product protocol agreement and present to the class for evaluation.

Assignment #2 – Each team will develop, and present to the class, a new product launch plan that includes: (1) Team's strategic platform decisions; (2) Team's strategic action decisions; (3) Team's tactical launch decisions.

Grade Appeals:

I will be grading all exams and I do make mistakes. So, please review you exam carefully. If you disagree with the result of a graded question, you must give me your appeal in writing within a week of when the exam was reviewed in class. You must also turn in the original of your exam with your appeal. Take time to think through your response and please reference supporting text or lecture materials.

Attendance:

Students get two unexcused absences. Your written verification of the reason for the absence should be given to me within a week of the absence. I reserve the right to verify excuses. Valid reasons for missing class are discussed in the Tiger Cub. Attendance will be taken at the beginning of class and may be taken at other times. If you are not in class when attendance is taken at the beginning of class and may be taken at other times. If you are not in class when attendance is taken you are counted absent. Every unexcused absence (after the second cut) will lower you're A&P grade by 30 points. After six or more unexcused absences you will receive a ZERO for your A&P grade.

Participation:

My style of teaching is a 1-2-3 step approach: (1) Define and review concepts and processes, (2) Provide a generic example, (3) Provide and discuss a "real world" example. With this approach it's critical that you show up for class and be prepared to discuss the subject matter.

If you make a noteworthy contribution to class discussion you will gain participation points. These points can raise your A&P grade over 100. A&P may be lowered for disrupting class. The system is straight forward. Come to class every day on time and you will get a 100. Come to class every day on time and participate, your grade will be over 100. **Miss 6 classes (unexcused), get a ZERO.**

Classroom Policy:

We will have approximately 24 classes of actual lecture/discussion time during the course of this semester. Therefore, it is imperative that we avoid distractions that come with life's technological advances: (1) All cell phones/smart phones/ipads...and their derivatives will placed in your back-pack or pockets turned to the "off" position. (2) All lap tops will remain off and left in your back-pack. (3) All notes will be taken the old fashioned way with pencil/pens and loose leaf and/or spiral bound note books. (4) Prior to every lecture a pdf. of the power point lecture will be emailed to each student to print out and use as part of your note taking process in class.

Academic Honesty:

Anyone caught cheating on a test will be prosecuted to the full extent possible (as discussed in the Tiger Cub). Each student must sign the honor pledge on the cover page of each exam which states that "they have neither given nor received any unallowable assistance on the exam". If an exam pledge is not signed, the student will receive an incomplete on the exam (and potentially for the class) until the pledge is signed.

Pre-requisites are strictly enforced. Students failing to meet any of the pre-requisites will be dropped from the class whenever the lack of qualification is discovered regardless of how far along the term or any grades that may have been earned. The cumulative GPA requirement of 2.20 applies to all business courses at the 3000 or higher level. This rule applies to both business and non-business students.

Class Schedule

L1: Thursday, Jan 9: "Course and Subject Matter Overview"
Power Point, Crawford text chapter 1

L2: Tuesday, Jan 14: "The Product Development Process"
Power Point, Crawford text chapter 2

L3: Thursday, Jan 16: "Understanding Product Hierarchy"
Power Point, Crawford text chapter 3 (pgs. 60-65)

Assignment #1: due EOD Tuesday, Jan 21

Tuesday, Jan 21: Exam #1 (text chapters 1, 2, L1-L3 lesson power points and class notes)

L4: Thursday, Jan 23: Situation Analysis – "External and Internal Analysis"
Power Point

Tuesday, Jan 28: No Classes – Snow & Ice

Thursday, Jan 30: No Classes – Snow & Ice

**L5 & L6: Tuesday, Feb 4: Situation Analysis – "Competitor Analysis" & Begin "Data Development"
Power Point**
Assignment #2: due EOD Thursday, Feb 17

L6 & L7: Thursday, Feb 6: Situation Analysis – **Finish "Data Development" & Strategy – "The Innovation Charter (PIC)"
Power Point, Crawford text chapter 3**

L8: Tuesday, Feb 11: Developing Product Portfolio Plans – MGPP Introduction
Power Point

L9: Thursday, Feb 13: Idea-to-Development – "Opportunity and Idea Concepts"
Power Point, Crawford text chapter 4

L10: Tuesday, Feb 18: Idea-to-Development - "The Stated Concept"
Power Point, Crawford text chapter 5

Thursday, Feb 20: Exam #2 (text chapters 3-5, L5-L10 lesson power points and class notes)

L11: Tuesday, Feb 25: Idea-to-Development – "Evaluating Stated Concepts and New Product Development Projects"
Power Point, Crawford text chapters 8, 9, 10
Identify New Product Teams

L12: Thursday, Feb 27: "Developing/Selling Actionable Product Plans" – "Introduction of the Product Protocol Agreement"
Power Point, Crawford text chapters 11, 12
Team Assignment #1: due Tuesday Mar 18

L13: Tuesday, Mar 4: New Product Development Teams – "Forming, Organizing, Supporting... Leading"
Power Point, Crawford text chapter 14
"Rough Cut" Business Case due EOD

Thursday, Mar 6: Exam #3 (text chapters 8-12 and 14, L11-L13 lesson power points and class notes)

Tuesday, Mar 11: No Class – Spring Break

Thursday, Mar 13: No Class – Spring Break

Tuesday, Mar 18: Team Assignment #1 – "3 Teams Present Actionable Product Plans"

Thursday, Mar 20: Team Assignment #1 – "3 Teams Present Actionable Product Plans"

L14: Tuesday, Mar 25: The Product Development Pipeline – "Stages 1, 2, 3 and completed Product Protocol Agreement"
Power Point, Crawford text chapter 13

L15: Thursday, Mar 27: “New Product Use Testing” – Alpha/Beta and Concept Testing
Power Point, Crawford text chapters 15

L16: Tuesday, Apr 1: The Product Development Pipeline – “Stages 4, 5 and 6”
Power Point, Crawford text chapter 13

Thursday, Apr 3: Exam #4 (text chapters 13, 15, L14-L16 lesson power points and class notes)

L17: Tuesday, Apr 8: Planning the Product Launch – Part 1 “Making Strategic Platform Decisions”
Power Point, Crawford text chapter 16 **Team Assignment #2: due Tuesday Apr 22**

L18: Thursday, Apr 10: Planning the Product Launch – Part 2 “Making Strategic Action Decisions”
Power Point, Crawford text chapter 16

L19: Tuesday, Apr 15: Planning the Product Launch – Part 3 “Tactical Launch Decisions”
Power Point, Crawford text chapter 17

L20: Thursday, Apr 17: Product Launch Management & Measuring New Product Development Success
Power Point, Crawford text chapter 19

Tuesday, Apr 22: Review of Team Assignment #2 – “3 Teams Present Product Launch Plans”

Thursday, Apr 24: Review of Team Assignment #2 – “3 Teams Present Product Launch Plans”

Thursday, May 1: Final Comprehensive Exam 7:00 – 9:30 PM

Note: The instructor reserves the right to alter and amend this schedule or syllabus as determined by the needs of the class with adequate notice.