

**NEW PRODUCTS DEVELOPMENT
MARK 7374
Fall 2019**

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TIME: Sec. 13291 Thursdays, 6-9pm, MH 138
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OFFICE HOURS: 1:15-4:15 Tues, or by appointment

Course Description

New products and services are a critical part of any healthy economy. For most firms, they represent a strategic imperative for the owners, investors, analysts, and management team. Consequently, much focus is placed on this component of a business's portfolio. Success in the development and commercialization of new products is born out of many origins whether serendipity, mistakes, or carefully pre-meditated acts. There are, however, processes and practices that will aid in the development and launch of a product with a higher than average chance of success. In this course, you will develop an understanding of many of these processes from a *marketing manager's* perspective.

Course Objectives

To develop a comprehensive understanding of how companies plan, select, and deploy new products. Learn how to use market research to help decide on new products, including identifying target segments and positions. In addition, the Bauer College of Business sets the following learning goals for all MBA level classes:

- **Communication:** Students will demonstrate effective written and oral communication skills through class discussion and assignment submissions
- **Cross Disciplinary Competence:** Students will demonstrate ability to integrate different functional areas in solving business problems using concepts and tools from previous marketing and management courses in the simulation.
- **Critical Thinking:** Students will demonstrate the ability to critically analyze business situations and recommend appropriate actions in the online simulation.
- **Ethical Reasoning:** Students will demonstrate ability to identify ethical dilemmas and be able to recognize and evaluate alternative courses of action by demonstrating this ability in class discussions.

Here is some helpful information about how we will run our classes:

Class participation is encouraged (and graded). You may be asked to engage in discussions with classmates, the instructor or teaching assistants. Use this opportunity to get to know each other and to propel you into sharing what you know with the class.

Come to class every class day. We regularly share information needed for knowledge in the new product development process. Missing more than two scheduled classes with an unexcused absence could result in a grade penalty.

Ask questions regularly. There will be other students wondering the same thing and you will help keep the class focused.

Course Rules:

- Please try to arrive at class on time. If you are late, please shut the door quietly behind you and go to your seat in an unobtrusive manner.
- Be considerate of your neighbor in class. Turn cell-phones to silent or vibrate.
- Materials are due when scheduled: **late assignments are penalized.** All assignments will be submitted through the assignment dropbox of blackboard.
- All work must be independent unless otherwise specified.

Required materials:

Text Book

The textbook for this class is New Products Management (11th Ed.), by Crawford & Di Benedetto, published by McGraw Hill. It is available as an ebook, or as a hard copy. The ebook is: (~\$125).

You can locate and purchase the book online by following these simple steps:

1. Go to <http://create.mheducation.com/shop/>
2. Search for and select book by Title, ISBN, Author, or State/School.

ISBN: 9781308282619

Title: MARK 7374

3. Add the book to your cart and pay using a credit card or access code.

The hard copy should also be the 11th edition. It is available in the bookstore. The ISBN number for the hard copy will likely be different than the ebook version.

Online team simulation

MarkStrat, an online business simulation. Instructions for purchasing MarkStrat will be provided. ***Please do not purchase this simulation until instructed to do so,*** and only after simulation/case teams have been formed.

Blackboard:

This course makes extensive use of Blackboard. *All communications, grades, assignments, power points and other important information are disseminated using Blackboard.* If you are not familiar with Blackboard, you should make sure you become familiar with it. Ignorance of how to use, access, or navigate around Blackboard is not an excuse for missed assignments or work.

The University has a number of ways that you can become familiar with Blackboard if you need assistance. Please check online at www.uh.edu/blackboard for details.

Grading: Final grades will be determined as follows:

Component	Points	Additional Information
Case assignments (4)	30%	Each student will submit a case brief/discussion points on each of three cases (fourth optional)
Individual participation	15%	Participation in class discussions
Weekly quizzes	30%	Weekly online quizzes
Team Simulation Project Final debriefing Team performance Peer reviews	25% 10% 10% 5%	MarkStrat team simulation, broken down as shown. Details will be discussed in class.
TOTAL	100%	Total possible weighted percentage

Total Weighted Points Earned	Grade		
93-100%	A	73-76%	C
90-92%	A-minus	70-72%	C-minus
87-89%	B-plus	67-69%	D-plus
83-86%	B	63-66%	D
80-82%	B-minus	60-62%	D-minus
77-79%	C-plus	<59%	F

Class participation

You are expected to participate in this class. At the very least, class participation is based on your attendance in class (you can't participate if you're not there!). In addition, we encourage questions and discussions.

Late Work

Since you know the due-dates of all assignments in advance, late submissions will be penalized at 10% per 24 hours late.

Unprofessional communication

Please act with courtesy and respect. There is absolutely no justification for vulgar, rude, impertinent, and demeaning communication directed towards team members, instructors, or administrative staff. Keep your communications professional and businesslike. **Please, NO bulk emails on Blackboard. There will be a penalty for any bulk email.**

Some acts are defined by the university to be unacceptable. See Student Disciplinary Policies and Procedures: http://www.uh.edu/dos/resources/disp_policies.php

Unprofessional conduct

Act professionally. There is no justification for threatening or bullying team members, instructors, or administrative staff or exhibiting disruptive behavior (e.g., slamming books on a table, screaming, etc.). Such conduct may have legal implications. Physical violence and threats of physical violence should be reported to the University Police. If you have disagreements with team members please exercise good judgment and keep your discussions courteous and respectful.

Some acts are defined by the university to be unacceptable. See Student Disciplinary Policies and Procedures: <http://www.uh.edu/dos/policies.html>

Academic Honesty

The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook, http://www.uh.edu/provost/policies/uhhonesty_policy.html. *Students are expected to be familiar with this policy.*

Accommodations for Students with Disabilities

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students

with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

Other Information:

This syllabus and accompanying class schedule are tentative and subject to change. Changes and/or additions will be announced on the Blackboard. ***The instructor reserves the right to modify the course requirements, assignments, quizzes, exams, grading procedures, and other related policies as circumstances so dictate.*** Students are expected to adhere at all times to all applicable University, College, and departmental policies and regulations

Schedule follows:

**MARK 7374 New Product Development
Fall 2019 Schedule (hard copy version)**

**All reading assignments (and associated quizzes) due by 6pm. Cases due as noted.*

Session: Date	Topic	Assignments Due*
#1: Aug 22	Course overview and discussion	Chapters 1 in the text Week #1 quiz due by 8/29 6p
#2: Aug 29	New Product Process	Chapter 2 in text Weekly quiz due by 6pm
#3: Sep 5 (Sept 4, last day to drop)	Strategic planning	Chapter 3 Weekly quiz Case #1 due 9/8 by EOD.
#4: Sep 12 Teams formed	Development Team Management	Chapter 14 Weekly quiz
#5: Sep 19	Creativity and the product concept	Chapter 4 Weekly quiz MarkStrat Purchase deadline
#6: Sep 26 Oct 2 by 11:59p	Finding and solving customer problems	Chapter 5 Weekly quiz MarkStrat manual quiz MS first run due
#7: Oct 3 Oct 9 by 11:59p	Attribute analysis, Parts 1&2 Toolbox: Perceptor	Chapters 6 & 7 Weekly quiz Case #2 due 10/6 by EOD MS Period 2 run due
#8: Oct 10 Oct 16 by 11:59p	Concept evaluation and testing	Chapters 8 & 9 Weekly quiz MS Period 3 run due
#9: Oct 17 Oct 23 by 11:59p	The full screen; Sales forecast Toolbox: Assessor, BASS	Chapters 10 & 11 Weekly quiz MS Period 4 run due
#10: Oct 24 (class will be affected by home football) Oct 30 by 11:59p	Product protocol	Chapters 12 Weekly quiz (by EOD) Case #3 due 10/27 11:59pm MS Period 5 run due
#11: Oct 31 Nov 6 by 11:59p	Design and product use testing	Chapters 13 & 15 MS Period 6 run due
#12: Nov 7 Nov 13 by 11:59	Strategic launch planning; and Implementing the plan TB: Forecasting Tools	Chapters 16 & 17 MS Period 7 run due
#13: Nov 14 Nov 18 by 11:59	Market testing; and Launch management	Chapters 18 & 19 MS Period 8 run due Case #4 (opt) 11/17 11:59pm
#14: Nov 21	MarkStrat team presentations (PowerPoints) Peer review available at 6pm	Final hardcopy team debriefing due 6pm 11/21

**MARK 7374 New Product Development
Fall 2019 Chapter equivalents (ebook version)**

Note: the “•” designates chapter titles. If there is an introductory section, please read as well.

Session: Date	Topic	Assignments Due
#1: Aug 22	Course overview, strategic elements	•The Strategic Elements of Product Development
#2: Aug 29	New Product Process	•The New Products Process
#3: Sep 5	Strategic planning	•Opportunity Identification and •Selection: Strategic Planning for New Products
#4: Sep 12	Design and development team management	•Development Team Mgmt.
#5: Sep 19	Concept generation and problem-based ideation	•Creativity and the Product concept
#6: Sept 26	Finding and solving customer problems	•Finding and solving customer’s problems
#7: Oct 3	Attribute analysis	• Analytical Attribute Approaches: Introduction and perceptual mapping •Analytical Attribute Approaches: Trade-off analysis and Qualitative techniques
#8: Oct 10	Concept evaluation and testing	•The concept evaluation system Concept testing
#9: Oct 17	The full screen and sales forecasting	•The Full Screen •Sales Forecasting and Financial Analysis
#10: Oct 24	Product protocols	•Product Protocol
#11: Oct 31	Design and Product use testing	•Design •Product Use Testing
#12: Nov 7	Strategic Launch Planning and implementation	•Strategic Launch Planning •Implementation of the Strat plan
#13: Nov 14	Market testing and launch management	•Market testing •Launch management
#14: Nov 21	Course and MarkStrat overall debriefing presentations	Final written team debriefing due 11/21 in assignment drop box. Peer reviews due by 11/27 end of day