

MKTG 5320 CRN 27291  
New Product Development and Marketing  
Spring 2014

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### Subject Description

This subject is designed to provide students an appreciation for a variety of elements involved in creating and selling a successful new product in today's complex environment. The subject examines both internal organizational and external environmental influences. Though a text has been identified to direct class discussions, students are expected to seek information and examples from outside the class room to supplement daily debates. Students will undertake a semester project to examine the new product marketing process in much greater depth than can realistically be understood through reading and discussions in class. The guided hands-on experiential learning will provide students a real world perspective of the new product marketing process. The projects will be conducted by groups of 2-3 students each. Students will also write a series of article reviews. Each review should consist of a one page summary indicating the main point of the article, lists of recommendations from the article, description of a model presented in the article, etc. Reviews should be a maximum of one page typed double spaced. **Student name, ID number**, subject, and date and article title should be listed at the top of the page

### Subject Objectives:

Upon completion of this subject, students should be able to:

- o explain the traditional new product development (NPD) process, and the difference between it and some of the emerging NPD process models.
- o explain the role, concerns, and motives of various functional units in the NPD process.
- o explain various qualitative and quantitative methods of NP idea generation, design, and positioning.
- o explain concept testing, market measurement, and forecasting methods for new products.

### Method of Assessment:

Article reviews and other weekly assignments	10%
Mid-term exam:	20%
Project assignment one	20%
Project assignment two	40%
Final exam:	10%
Total	100%

The project presentation is an informal event to share your learning with the other students in the class. It is not graded. The mid term exam is provided as a feedback device for students who wish to take advantage of it. If a student misses the mid term exam, there will be no make-up exam, however, their final exam will count 30%. Assignments are due at the beginning of the class period of the specified day. Assignments turned in late will be penalized one half letter grade per day. Grades on the group project will be adjusted based on group peer evaluations (See peer evaluation form for calculation). Check the student handbook for student rights and responsibilities.

**Required Text:**

Crawford, Merle and Anthony Di Benedetto (2010), *New Products Management*, 10<sup>th</sup> ed., New York: McGraw-Hill-Irwin.

**Required Articles:**

Assigned articles can be found through the library’s search facilities. Most of them are available in a downloadable form. A few will be available on the Blackboard course site as pdf files.

**Supplemental Text: (not required)**

Urban, Glen L. and John R. Hauser (1993), *Design and Marketing of New Products*, Englewood Cliffs, N.J.: prentice-Hall.

**Timetable:**

<u>Week</u>	<u>Date</u>	<u>Assignment</u>	<u>Topic</u>
1.	1-22		Introduction, <b>Form groups</b> Product life cycle and need for new products
		Article	Theodore, Sarah (2009) “New Product Development Survey,” Beverage Industry (January) 55-62.
2.	1-29	C 1, 2	Strategies and New Product Development (NPD) process
		Articles	Cooper, Robert G (2009), “How Companies are Reinventing Their Idea – to – Launch methodologies,” Industiral Research Institute, Inc. (April) 47-57.  Griffin, Abbie and John R. Hauser (1993), “The Voice of the Customer”, Marketing Science,12, 1, p 1-27
3.	2-5	C 3	Opportunity Identification and Selection
		Article	Terwiesch, Christian and karl Ulrich (2008), “Managing the Opportunity Portfolio,” Industrial Research Institute, Inc. (October), 27-38.

**Product category due**

<u>Week</u>	<u>Date</u>	<u>Assignment</u>	<u>Topic</u>
4.	2-12	C 4, 5	Idea generation
		Articles	<p>Buggie, Fredrick D., Eberhard E. Schuing, and Valerie L. Vaccaro (1990), "An Innovative Approach to New Product Development," <i>Review of Business</i>, (Fall), p 27-46.</p> <p>Lilien, Gary L., Pamela D Morrision, Kathleen Searls, Mary Sonnack, and Eric von Hippel (2002), "Performance Assessment of the Lead User Idea-Generation Process for New Product Development," <i>Management Science</i>, 48, 8, p 1042-1-59</p> <p>Rigby, Darrell and Chris Zook (2002), "Open Market Innovation," <i>Harvard Business Review</i>, October, p 80-89.</p>
5.	2-19		Patents, trademarks, copyrights – Search process.
		Articles	<p>Slowinski, Gene, Edward Hummel, Amitabh Gupta, and Ernest R. Gilmont (2009), "Effective Practices for Sourcing Innovation," <i>Industrial Research Institute, Inc.</i> (January-February) 27-34.</p> <p>Boudreau, Kevin J. and Karim R. Lakani (2009), "How to Manage Outside Innovation," 50 (4) 68-76.</p>
6.	2-26	C 6, 7	Perceptual and value maps
		Article	<p>Bigne, F. Enrique, Foaquin Aldas-Manzano, Ines Kuster, and Natalia Vila (2002), "The Concept Mapping Approach in Marketing: An Application in the Travel Agency Sector," <i>Qualitative Market Research</i>, 5, 2, p 87-95.</p> <p>Patent search results due</p>
7.	3-5	C 6, 7	<p>Continue perceptual mapping</p> <p><b>Data Analysis</b></p> <p><b>First Project assignment due</b></p>
8.	3-12		<b>Spring Break</b>
9.	3-19		***** <b>Mid-term exam</b> *****
10.	3-26	C 8, 9, 10	Concept Tests
		Articles	<p>Dickinson, John R. and Carolyn P. Wilby (1997), "Concept Testing With and Without Product Trial," <i>Journal of Product Innovation Management</i>, 14, p 117-125</p>

Dubas, Khalid M., Saeed M. Dubas, and Catherine Atwong (1999), "Some Difficulties in Predicting New Product Trial Using Concept Test Scores," *Journal of Product and Brand Management*, 8, 1, p 50-

Schoormans, Jan P. L., Roland J. Ortt, and Cees J. P. de Bont (1995), "Enhancing concept Test Validity by Using Expert Consumers," *Journal of Product Innovation Management*, 12, p 153-162.

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| 11. | 4-2  | C 8, 9, 10 | Continue concept tests  |
| 12. | 4-9  | C 11       | Sales forecasting   |
|     |      | Articles   | <p>Bayus, Barry L. (1993) "High Definition Television: Assessing Demand Forecasts for a Next Generation Consumer Durable" <i>Management science</i>, 39, 11, p 1319-1333</p> <p>Sillup, George P. (1992) "Forecasting the Adoption of New Medical Technology Using the Bass Model," <i>Marketing Health Services</i>, 12, 4, p 42-51.</p> <p>Amrute, Shri (1998), "Forecasting New Products with Limited History: Nabisco's Experience," <i>The Journal of Business Forecasting</i>, (fall), p. 7-11.</p> |
| 13. | 4-16 | C12        | Product Protocols (QFD)   |
|     |      | Articles   | <p>Houser, John r. and Don Clausing, "The House of Quality" (1988) <i>Harvard Business Review</i>, May-June, p. 63-73.</p> <p>Griffin, Abbie, (1992) "Evaluating QFD's Use in US Firms as a Process for Developing Products," <i>The Journal of Product Innovation Management</i>, September, v 9, # 3, p. 171-187.</p>   |
| 14. | 4-23 |            | In-class project work time  |
| 15. | 4-30 | C14, 15    | Team Management (Organizing for innovation)   |
|     |      | Article    | <p>Lynn, Gary and Richard Reilly (2002), "How to Build a Blockbuster," <i>Harvard Business Review</i>, October, p 18-19.</p>  |
| 16. | 5-7  |            | <b>Project due (assignment II with revised assignment I)</b><br>Presentations   |
| 17. | 5-14 |            | <b>Final exam</b> (normal time and in the normal classroom)   |

C= Crawford

Numbers after "C" indicate chapter reading assignments.

All of the articles are available on-line through your UTEP library account or on the course Blackboard site.