

**University of Guelph**  
Department of Marketing and Consumer Studies  
MCS 4040 Fall 2008

**Course Title:** Management in Product Development, MCS 4040

**Instructor:** Professor Tanya Mark

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**Calendar Description**

This course deals with the innovation process and the development of new products within an evolving consumer and governmental environment. Major course components include:

- new product development process
- opportunity identification and selection
- the role of technical and market research
- market assessment
- concept generation and product design
- product launch

**Course objectives**

The purpose of this course is to master techniques and concepts that are useful for new product planning. The course rests on the belief that formal market research approach is superior to informal planning for new product introduction. You will have an opportunity to apply concepts and techniques through your assignments and project.

**Course approach**

The course will consist of lectures and discussions based on cases, assigned readings, and group assignments. The weekly lecture meetings will be used to extend the concepts and principles presented in the text and readings. You are expected (a) to become an active and self-reliant learner, (b) prepare all the reading assignments before lecture sessions, and (c) actively participate in class discussion and develop an appreciation for alternative views.

Course Reading Material and Software Packages:

1. **Text:** Crawford, M. and Benedetto, A. (2006) *New Products Management*, Eight Edition, McGraw Hill Irwin.
2. **Case Pack:** available in the bookstore.
3. **Software:** Marketing Engineering and SPSS (available in computer lab MAC 311a)

**Evaluation Procedure**

	<i>% of course grade</i>
<u>Group Assignments</u> (maximum size 5)	25%
<i>Assignment 1:</i> Opportunity Identification (10%)	

<i>Assignment 2: Concept Generation using Perceptual Mapping (15%)</i>	
Mid-term exam	25%
<i>Final Project: Business Plan for New Product Venture Capital (includes group presentation)</i>	30%
Class Participation	20%

### **Group Assignments**

Assignment No.	Date to be Distributed	Due Date
1	September 11 <sup>th</sup>	September 18 <sup>th</sup>
2	September 18 <sup>th</sup>	October 2 <sup>nd</sup>

**Class presentations:** November 18<sup>th</sup> to November 27<sup>th</sup>

**Mid-term:** date to be determined

**Final Project:** due Monday, December 1st, 2008

**\*\*Attention:** Any grade challenges must be submitted in writing within 24 hours of distribution of marks for the assignments, mid-term exam, or final project.

### **Course Modules**

Opportunity identification and selection
Concept generation and evaluation
Concept Evaluation
Sales Forecasting and Business Plans
Product design and development
Product launch

### **University Grading Scheme**

This course follows the University grading scheme outlined in the University Calendar:

A+	90 – 100%	Excellent: An outstanding performance in which the student
A	85 – 89%	demonstrates a superior grasp of the subject matter, and an ability to

A-	80 – 84%	go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
B+	77-79%	Good: A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
B	73-76%	
B-	70-72%	
C+	67-69%	Acceptable: An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
C	63-66%	
C-	60-62%	
D+	57-59%	Minimally acceptable: A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner is only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
D	53-56%	
D-	50-52%	
F	0-49%	An inadequate performance.

\* [http://www.uoguelph.ca/undergrad\\_calendar/index.shtml](http://www.uoguelph.ca/undergrad_calendar/index.shtml)

### **Academic Integrity**

University of Guelph places emphasis on academic integrity. Visit the Learning Commons URL for the web site on Academic Integrity:

<http://www.webapps.ccs.uoguelph.ca/lc/AcademicIntegrity/>