



## Marketing and Consumer Studies

### MCS\*4040 MANAGEMENT IN PRODUCT DEVELOPMENT Fall 2011



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Office Hours: by appointment

**Teaching Assistant:** Kevin Chang  
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**Class Times and Location:** Tuesdays and Thursdays 2:00 – 3:50pm  
MACS 121

#### Course Description and Objectives:

The major components of this course are new product strategy formulation, the role of technical and market research, the analysis of opportunities, management of development processes, product launches, government and regulatory controls.

This course is designed to inform students on the innovation process and the development of new products within an evolving consumer environment. The course is based on the belief that formal market research approach is superior to informal planning for new product introduction. Specific modules covered in this course include:

- opportunity identification
- concept generation
- concept evaluation
- product design
- sales forecasting, and
- product launch

Each student will also have the opportunity to apply concepts and techniques through class discussion, assignments, and a major project.

By the end of the course, students will be able to:

- Understand the concepts and techniques necessary to successfully launch a new product
- Identify and evaluate market opportunities using primary and secondary market research
- Perform a variety of market research approaches with the intent of creating new products based on customer insight, and

- Effectively communicate new product idea in a well-written business plan with realistic financial projections.

**Course Materials and Resources:**

This course uses a variety of materials and resources. One of your primary resources will be the course website (<http://courselink.uoguelph.ca>). All announcements, required and recommended readings, assignments and updates will be posted here. Check this site often. You will also require:

1. Case Booklet: available in the University bookstore in the MacNaughton Building.
2. Software: SPSS available in computer lab MAC 311a.

\*\*Please note that it is mandatory to purchase the case booklet as you will be receiving cases for in-class assignments as well as for your final exam. You will not receive your final exam without proof of purchase of the case booklet.

Your TA will be attending the first few classes to record your proof of purchase. Alternatively, you may contact him directly.

**Method and Timing of Evaluation:**

Your performance will be evaluated based on the following:

Assignment/Examination	Date	Marks allocated
Contribution	Weekly	25
Assignment 1	September 27 <sup>th</sup>	10
Assignment 2	October 11 <sup>th</sup>	15
Business Plan (includes presentation)	November 15 <sup>rd</sup>	25
Peer evaluation		5
Final Exam – Take home exam	Due December 2 <sup>nd</sup> at 12:00pm	20
TOTAL		100

**Class Contribution**

I expect you to be prepared for class. Assigned cases and readings should be reviewed in detail, and you should be ready to discuss each of them. Discussion questions will be given for each class to help you prepare. I expect you to be actively engaged in the discussion and to contribute regularly and to take a leadership role in moving the discussion forward. I believe we are all equally responsible for the quality of the discussion, and that the value of the course depends on the individual contributions of each participant.

**Business Plan Competition**

Each student will participate in a business plan competition. Business plans will be presented in class where students will have the opportunity to vote for one team. Students are not permitted to vote for their own team. The top two teams will present their business plan to a panel of judges consisting of internal and external judges (e.g., professors and executives from reputable organizations). The panel of judges will determine the winning student team. A financial award of \$500 will be given to the winning team.

This award has been established to encourage students to present their best work. The competition is used as a launching pad for students to encourage participation in campus-wide, provincial, national, and international business plan competitions.

### **Final Exam**

The final exam for this course will be a case. You will receive the exam during our last class and will be responsible for writing a case report (i.e., analysis and recommendations) which is due on December 2<sup>nd</sup>, at 12:00pm.

Please note that you will not receive the final exam if you have not provided proof of purchase of the case booklet to your TA, Kevin Chang.

**Final examination conflict: Students are responsible for ensuring that they do not have a time conflict with examinations in other courses. You are not permitted to enrol in this course if you have a time conflict with another course.**

Unless you have discussed an extension well ahead of the due date, late penalties of 5%/earned grade/day (including weekends) will be assigned. Extensions will only be granted on the basis of extenuating circumstances.

If you are registered with the Centre for Students with Disabilities and will require some form of accommodation in the completion of the required learning activities for this course, please meet with me during the first week of classes.

Keep a copy of all of your graded work until final marks have been recorded. You may be asked to resubmit your work at any time.

**Tentative Course Schedule and Key Dates:**

<b>Week</b>	<b>Class</b>	<b>Module</b>	<b>Reading Assignment</b>
1	Thursday, September 8th	Introduction	Pick groups (max 4 students)
	Tuesday, September 13th	Overview of New Product Development	*Handout survey ó for use in class on Sept. 27 <sup>th</sup> 1. öProduct development: A Customer-Driven Approach; Business Fundamentals: New Product Development;öHarvard Business School Press, pages 25-46. 2. öKnowing a Winning Business Idea When You See Oneö, Harvard Business Review on Innovation, *Assignment 1 distributed today *Pictures taken in-class
2	Thursday, September 15 <sup>th</sup>	Opportunity Identification	öCreating Breakthrough Products Innovation From Product Planning to Program Approvalö by Jonathan Cagan and Craig Vogel, Chapters 1 and 3.
	Tuesday, September 20 <sup>th</sup>		1. Introductory Note on the Case Method, by John S. Haywood-Farmer 2. Writing a Business Plan: The Basics HBS Press, Harvard Business School Press, pages 1 to 23.
3	Thursday, September 22 <sup>nd</sup>		Case: Business Plan for Room For Dessert
	Tuesday, September 27 <sup>th</sup>	Concept Generation	SPSS lab ó Perceptual Mapping
	Thursday, September 29 <sup>th</sup>		SPSS lab continued ó Factor Analysis Assignment 2 distributed today
4	Tuesday, October 4 <sup>th</sup>	Concept Evaluation	Case: Bayernwerk A.G. (A): Responding to Deregulation
	Thursday, October 6 <sup>th</sup>	Product Design and Development	Case: Design Thinking and Innovation at Apple The Top Ten Product Mistakes ó And How To Avoid Them, by Martin Cagan, Ivey Business Journal, January/February 2006
5	Tuesday, October 11 <sup>th</sup>	GUEST SPEAKER	Dereck Cairns Group Marketing Manager, Colgate-Palmolive.
	Thursday, October 13 <sup>th</sup>	Product Launch - Segmentation, Targeting, and Positioning	Case: Vincor: Project Twist
6	Tuesday, October 18 <sup>th</sup>		Case: McDonaldø and The Hotel Industry
	Thursday, October 20 <sup>th</sup>	Product Launch ó Financial Projections	Estimating Demand for Kodak Film
7	Tuesday, October 25 <sup>th</sup>		Case: TruEarth Healthy Foods: Market Research for a New Product Introduction
	Thursday, October 27 <sup>th</sup>	GUEST SPEAKER	Dan Branson Director ó Produce, Floral and Garden Loblaw Brands Limited
8	Tuesday, Nov. 1 <sup>st</sup>		Case: Maple Leaf Simply Fresh (A)
	Thursday, Nov. 3 <sup>rd</sup>		Case: Lewis & Company
9	Tuesday, Nov. 8 <sup>th</sup>	Post launch ó managing your product	Case: Kraft Foods: The Coffee Pod Launch (A)

	Thursday, Nov. 10 <sup>th</sup>	GUEST SPEAKER	Tim Lee, Director, Marketing Innovations Company: Afexa Life Sciences Inc.
10	Tuesday, Nov. 15 <sup>th</sup>		Business plans due today
	Thursday, Nov. 17 <sup>th</sup>	Presentations	
11	Tuesday, Nov. 22 <sup>nd</sup>	Presentations	
	Thursday, Nov. 24 <sup>th</sup>	Presentations	WINNER ANNOUNCED **COMPETITION MINS 300, 5:30 ó 7:00pm
12	Tuesday, Nov. 29 <sup>th</sup>	Wrap Up and exam distributed in class	

Note: The schedule of learning activities may require modification from time to time. Any changes will be announced in class and/or on the Courselink site.

## Policies and Regulations

All students are expected to abide by the University's academic regulations in the completion of their academic work, as set out in the undergraduate calendar (see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/index.shtml>). Some regulations are highlighted below:

### Academic Misconduct:

The University of Guelph is committed to upholding the highest standards of academic integrity and directs all members of the University community ó faculty, staff and students ó to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission.

To better understand your responsibilities, read the Undergraduate Calendar at: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml> You are also advised to make use of the resources available through the Learning Commons (<http://www.learningcommons.uoguelph.ca/>) and to discuss any questions you may have with your course instructor, teaching assistant, Academic Advisor or Academic Counselor.

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

### Academic Consideration:

Students who find themselves unable to meet course requirements by the deadline or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on Academic Consideration in the Undergraduate Calendar ([http://www.uoguelph.ca/undergrad\\_calendar/c08/c08-ac.shtml](http://www.uoguelph.ca/undergrad_calendar/c08/c08-ac.shtml)) and discuss their situation with the instructor, Program Counsellor or Academic Advisor as appropriate.

## Research Ethics:

Please note that if you are collecting any information from human subjects, you must follow research ethics board's rules about use of human subjects. These are

1. The research participants must be drawn from the general adult population, capable of giving free and informed consent and may not include vulnerable participants such as children; persons who are not legally competent to consent; mentally incompetent persons; legal wards or persons dependent upon the researcher(s) for therapeutic care.
2. The student projects must not involve any personal, sensitive or incriminating topics or questions which could place participants at risk.
3. The student projects must not manipulate behaviour of participants beyond the range of "normal" classroom activity or daily life.
4. The student projects must not involve physically invasive contact with the research participants.
5. The student projects must not involve deception.

Please note that if you plan on using on-line surveys and using SurveyMonkey then you must tell participant that your research is not anonymous, and must state that the data will be subject to US privacy laws.

## Religious Holidays:

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made. For further information see

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-accomrelig.shtml>

## University Grading Scheme:

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

A+	90-100%	<b>Excellent:</b> An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to 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.
A	85-89	
A-	80-84	
B+	77-79	<b>Good:</b> 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	<b>Acceptable:</b> 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	<b>Minimally acceptable:</b> 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 are 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	<b>Fail:</b> An inadequate performance.

## Code of Conduct – The Top Ten

As a student in the Department of Marketing and Consumer Studies, College of Management and Economics at the University of Guelph, you are a member of a scholarly community committed to improving the effectiveness of people and organizations, and the societies in which they reside, through groundbreaking and engaging scholarship and pedagogy. We seek to promote a comprehensive, critical and strategic understanding of organizations, including the complex interrelationship between leadership, systems (financial and human) and the broader social and political context. And, we prepare graduates for leadership roles in which organizational objectives, self-awareness, social responsibility and sustainability are primary considerations.

In keeping with this commitment, we expect all of our students (indeed ó all members of our community) to act in a professional and respectful manner to fellow students, staff and faculty, as well as to members of the broader university and local community. This expectation is very much in keeping with your preparation for a professional career.

The following conduct is expected of all of our students:

1. Come to class prepared to learn and actively participate (having completed assigned readings, learning activities etc.).
2. Approach your academic work with integrity (avoid all forms of academic misconduct).
3. Arrive on time and stay for the entire class. If you happen to be late, enter the classroom as quietly as possible. At the end of class, apologize to the faculty member for the interruption. If you have to leave class early, alert the faculty member in advance.
4. If you know in advance that you are going to miss a class, send an email to the faculty member letting him/her know that you will be absent, with a brief explanation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone) that is not relevant to the learning activities of that class. Turn off your cell phone at the start of each class.
6. Listen attentively and respectfully to the points of view of your peers and the faculty member. Don't talk while others have the floor.
7. Raise your hand when you wish to contribute and wait to be called upon. Challenge others appropriately, drawing on reason and research rather than unsubstantiated opinion, anecdote and/or emotion. Keep an open mind and be prepared to have your point of view challenged.
8. When sending emails to faculty, apply principles of business writing; use a professional and respectful style (use a formal salutation, check for spelling and grammatical errors, and avoid slang and colloquial short forms).
9. When making a presentation, wear business dress.
10. Provide thoughtful feedback at the completion of all courses (we are committed to continuous improvement but need your input to help us decide what to focus on).