

General Course Information

Instructor:	Dr. Yuanfang Lin
<i>Email</i>	yuanfang@uoguelph.ca
<i>Office Location</i>	MINS213C
<i>Office Hours</i>	Wednesday 10am – 11:30am ZOOM meeting room, by Email at other time.
<i>Department/School</i>	Marketing and Consumer Studies
Class Schedule:	Recorded Lectures (non-synchronized) Week 1 (Sep 10) – Week 13 (Dec 2)
Pre-requisites:	10.00 credits including MCS*1000, MCS*2600
Restrictions:	This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

Course Description

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.

Course Learning Outcomes

Upon successfully completing this course, you will:

Knowledge and Understanding:

- 1) Understand the concepts and techniques necessary to successfully launch and market a new product.
- 2) Describe the challenges that companies face with the management of an individual product, brand, and business portfolio under the complex business environment.

Discipline/Professional and Transferable Skills:

- 3) Apply market research techniques for generating new product ideas, assessing new product concepts, and evaluating market opportunities.
- 4) Conduct financial analysis and forecast for a company's new product launch and marketing plan.
- 5) Participate in a simulation-based training to perform business decision making.

Attitudes and Values

- 6) Effectively communicate the design, launch and management of new product through well-organized business presentation and written report.
- 7) Identify and apply skills necessary to work in a marketing team toward a common business goal in a professional and academic manner.

Summary of Course Content and Materials

<i>(Course schedule subject to minor revision by the instructor if necessary)</i>			
Week	Date	Topics	Readings, Assignments & Notes
1	Sep 10-11	Course Introduction; Syllabus	MarkStrat <i>Team Formation</i>
2	Sep 14 -18	Strategic Planning in New Product Development	Students purchase Simulation <i>Participant Activation Key (PAK)</i>
		Introduction to MarkStrat Simulation	
3	Sep 21 -25	New Product Concept Generation	
		MarkStrat 1st Trial Round	Team Decisions DUE 11pm Fri Sep 25
4	Sep 28 – Oct 2	Attribute Analysis; Perceptual Mapping	
		MarkStrat 2nd Trial Round	Team Decisions DUE 11pm Fri Oct 2
5	Oct 5 - 9	Online Quiz #1	
		MarkStrat 3rd Trial Round	Team Decisions DUE 11pm Fri Oct 9
6	Oct 14 - 16	Concept Evaluation and Testing	
		MarkStrat 4th Trial Round	Team Decisions DUE 11pm Fri Oct 16
7	Oct 19 - 23	Sales Forecast and Financial Analysis	<i>Each Team meeting with Instructor in prep for Real Simulation rounds</i>
		Product protocol, design & team management	Business Article Critique DUE 11pm Fri Oct 23
8	Oct 26 - 30	Product Use Testing	
		1st (Real) Round of MarkStrat simulation	Team Decisions DUE 11pm Fri Oct 30
9	Nov 2 - 6	Market Testing; Launch Planning & Management	
		2nd (Real) Round of MarkStrat simulation	Team Decisions DUE 11pm Fri Nov 6
10	Nov 9 - 13	Online Quiz #2	
		3rd (Real) Round of MarkStrat simulation	Team Decisions DUE 11pm Fri Nov 13
11	Nov 16 – 20	Review for the first half of Real MarkStrat Simulation	<i>Each Team meeting with Instructor in prep for last 3 Simulation rounds</i>
		4th (Real) Round of MarkStrat simulation	Team Decisions DUE 11pm Fri Nov 20
12	Nov 23 - 27	5th (Real) Round of MarkStrat simulation	Team Decisions DUE 11pm Wed Nov 25
		6th FINAL (Real) Round of MarkStrat simulation	Team Decisions DUE 11pm Sat Nov 28

13	Nov 30 – Dec 4	TEAM MarkStrat ZOOM Presentations	PPT presentation files DUE
		(Presentation time TBD)	
MarkStrat Team Final Reports DUE 11pm Sunday (Dec 6, 2020)			

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	10%	Quiz 1	LO5	<i>Week 5</i>
Assessment 2:	15%	Quiz 2	LO1	<i>Week 10</i>
Assessment 3:	15%	Business Article Critique	LO1, LO2	<i>Week 7</i>
Assessment 4:	5%	MarkStrat - Trials	LO3, LO4, LO5	<i>Weeks 3~6</i>
Assessment 5:	10%	MarkStrat - Competitions	LO3, LO4, LO5	<i>Weeks 8~12</i>
Assessment 6:	10%	Group Presentations	LO5, LO6, LO7	<i>Week 13</i>
Assessment 7:	20%	Final Report	LO5, LO6, LO7	<i>Week 14</i>
Assessment 8:	15%	Class Participation	LO1, LO6	<i>Weeks 1~12</i>
Total	100%			

Teaching and Learning Practices

Lectures

From Week 1 – 10, there will be pre-recorded lectures posted on Courselink for students to access. Those lectures will go over key concepts and techniques involved with new product development and management, and discuss the applications to business practice. Weekly lecture contents will cover the topics of:

- New Product Development Process
- Concept Generation
- Project Evaluation
- Product Development
- Launching Planning and Management

Business Article Critique

Each student is to select an article from academic or industry journals on topics related to product development and to write a critical review covering

- Summary of the article's main points
- Highlight key implications for marketing managers
- Assessment on the article's primary strength or weakness (by linking to concepts reviewed in the pre-recorded weekly lectures).

Online Simulation

Students will form groups to compete in the MARKSTRAT online platform. Each group takes the role of a product management team for a specific company who are replacing the previous management. After 4 trial rounds (Week 3-6) each group is to compete with others as different companies in the same industry for 6 competition rounds (Week 8-12) by making decisions including:

- Brand Portfolio
- Research and Development
- Advertising and Communication
- Detailed Marketing Plan.

Course Resources

Required Text: This course uses a variety of materials and resources.

1. MARKSTRAT simulation handbook can be downloaded after each student registers on the MARKSTRAT Website and purchases individual Participant Activation Key (PAK). You will not receive course assessment grades related to simulation without the purchase of PAK and activation of MARKSTRAT participant account.
2. Class website on Courselink is the primary resource of course-related information. All announcements, required and recommended readings, assignments and updates will be posted on Courselink. Students should check the course website (<http://courselink.uoguelph.ca>) regularly throughout the semester.

Recommended Text:

(Optional) Crawford, M. and DiBenedetto, A., New Products Management, 11th Edition, McGraw-Hill.

Other Resources: N/A

Course Policies

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the COVID-19 website (<https://news.uoguelph.ca/2019-novel-coronavirus-information/>) and circulated by email.

Illness

The University will not require verification of illness (doctor's notes) for the Fall 2020 or Winter 2021 semesters.

Grading Policies

Unless you have discussed an extension at least 1-week ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

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

Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

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

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

Last day to drop F20 one-semester courses is December 4, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

MCS*4040 Management in Product Development

Fall 2020

Date Submitted to Chair:	August 10, 2020
Chair Signature (Approval):	
Date Approved by Chair:	

Do not post this page for students or on Course Link