

## General Course Information

**Instructor:** Dr. Yuanfang Lin

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*Office Location* MINS 213C

*Office Hours* Tuesday 2: 30pm – 3:30pm EST

*Department/School* Marketing and Consumer Studies

*TA* (To be announced)

**Class Schedule:** Tuesday/ Thursday 10am – 11:20am (MINS 103)

**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>subject to minor revision by the instructor if necessary</i>				
WK	Date	Day	Topic	Notes
1	Sep 9	Thur	Course Introduction; Syllabus	MarkStrat team formation
2	Sep 14	Tues	Strategic Planning in New Product Development	Buy Simulation Participant Activation Key (PAK)
	Sep 16	Thur	Introduction to MarkStrat Simulation	
3	Sep 21	Tues	New Product Concept Generation	
	Sep 23	Thur	MarkStrat – Trial Round #1	<i>Trial Round 1 Decision Due 11pm EST Fri Sep 24</i>
4	Sep 28	Tues	Attribute Analysis; Perceptual Map	
	Sep 30	Thur	MarkStrat – Trial Round #2	<i>Trial Round 2 Decision Due 11pm EST Fri Oct 1</i>
5	Oct 5	Tues	Online Quiz #1	
	Oct 7	Thur	MarkStrat – Trial Round #3	<i>Trial Round 3 Decision Due 11pm EST Fri Oct 8</i>
6	Oct 12	Tues	<b>Fall Break, NO CLASS</b>	
	Oct 14	Thur	MarkStrat – Trial Round #4	<i>Trial Round 4 Decision Due 11pm EST Fri Oct 15</i>
7	Oct 19	Tues	Concept Evaluation and Testing	<i>MarkStrat system <u>reset</u> to prepare Competition Rounds</i>
	Oct 21	Thur	Sales Forecast and Financial Analysis	Business Article Critique DUE 11pm Fri Oct 22
8	Oct 26	Tues	Product Protocol & Design; Team Management	
	Oct 28	Thur	MarkStrat – Competition Round #1	<i>Competition R1 Decision Due 11pm EST Fri Oct 29</i>
9	Nov 2	Tues	Product & Market Testing; Launch Plan & Management	
	Nov 4	Thur	MarkStrat – Competition Round #2	<i>Competition R2 Decision Due 11pm EST Fri Nov 5</i>

10	Nov 9	Tues	Online Quiz #2	
	Nov 11	Thur	MarkStrat – Competition Round #3	<i>Competition R3 Decision Due 11pm EST Fri Nov 12</i>
11	Nov 16	Tues	MarkStrat Competition Rounds – “Half-Time” Review	<i>Each Team meets Instructor/ TA in prep for last 3 rounds &amp; final presentation</i>
	Nov 18	Thur	MarkStrat – Competition Round #4	<i>Competition R4 Decision Due 11pm EST Fri Nov 19</i>
12	Nov 23	Tues	MarkStrat – Competition Round #5	<i>Competition R5 Decision Due 11pm EST Wed Nov 24</i>
	Nov 25	Thur	MarkStrat – Competition (Final) Round #6	<i>Competition R6 Decision Due 11pm EST Sat Nov 27</i>
13	Nov 30	Tues	MarkStrat – Group Presentation Day 1	
	Dec 2	Thur	MarkStrat – Group Presentation Day 2	
	MarkStrat Final Group Report DUE 11pm EST, Sunday, Dec 5			

## Course Assessment

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

## Teaching and Learning Practices

<b>Lectures</b>	<p>Weekly class meetings will be used to go over key concepts and techniques involved with new product development and management, and to discuss the application to business practice. Lecture contents (Week 1 – 10) include:</p> <ul style="list-style-type: none"><li>• New Product Development Process</li><li>• Concept Generation</li><li>• Project Evaluation</li><li>• Product Development</li><li>• Launching Planning and Management</li></ul>
<b>Class Participation</b>	<p>Students are expected to earn participation marks through the completion of a variety of learning activities including:</p> <ul style="list-style-type: none"><li>• Class introductory survey</li><li>• MarkStrat simulation participant registration and team formation</li><li>• Short “learning tests” posted on Courselink by the end of each week’s class.</li></ul>
<b>Business Article Critique</b>	<p>Each student is to select an article from academic or industry journals on topics <u>related to</u> product development and to write a critical review covering</p> <ul style="list-style-type: none"><li>• Summary of the article’s main points</li><li>• Highlight key implications for marketing managers</li><li>• Assessment on the article’s primary strength or weakness (by linking to product development concepts studied in class).</li></ul> <p><i>(Instructional handout, marking rubrics and assignment sample is posted on Courselink)</i></p>
<b>Online Simulation</b>	<p>Students will form groups to participate in online simulation at MARKSTRAT platform. Each group takes the role of a product management team for a company of a given industry. After <u>4 trial rounds</u> (Week 3-6) each group is to compete with others as different companies in the same industry for <u>6 competition rounds</u> (Week 8-12) by making decisions including:</p> <ul style="list-style-type: none"><li>• Brand Portfolio</li><li>• Research and Development</li><li>• Advertising and Communication</li><li>• Production, Pricing and Distribution Plan</li></ul> <p>By the end of competition period, each group is also required to make an in-class presentation and submit a final written report. <i>(Instructional handout and marking rubrics for simulation assignments is posted on Courselink)</i></p>

## 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). This is mandatory for a student to receive course assessment grades related to simulation. *(Instruction on purchasing PAK is posted on Courselink)*
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 Di Benedetto, 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 2021 or Winter 2022 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. It is essential to have timely communication with the instructor regarding missed or late assignment issues.

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](mailto: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 F21 one-semester courses is December 3, 2021. 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 2021

<b>Date Submitted to Chair:</b>	<b>August 20, 2021</b>
<b>Chair Signature (Approval):</b>	
<b>Date Approved by Chair:</b>	

**Do not post this page for students or on Course Link**