



## Marketing and Consumer Studies

### MCS\*4040 MANAGEMENT IN PRODUCT DEVELOPMENT Fall 2018

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**Instructor(s):** Osama Butt  
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Office Hours: Thursday, 5:45pm – 6:45pm



**Class Times and Location:** Thu. 7pm – 10pm/ MACS 121

#### Course Description and Objectives:

Developing and marketing innovative new products is essential for almost all firms to keep up with constantly changing consumer preferences, to evolve with the state of technology, and/or to ensure that the firm's product line does not become 'stale'. The benefits and rewards to innovating firms is evident in the rate at which new products are brought to market despite high new-product failure rates.

This course will help you understand the role of new product development and marketing within the organization, and problems faced by managers. This course will equip you with the concepts, tools, and methods used in the marketing and management of new products. Finally, this course will enhance your ability to communicate your ideas, solutions and recommendations.

#### 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. You will also be able to access any handouts you may have missed through this site. Check this site often.

**Required Text Book:** Crawford, M. and DiBenedetto, A., **New Products Management**, 11<sup>th</sup> Edition, McGraw-Hill.

#### Recommended Books:

1. Blue Ocean Strategy by **W. Chan Kim** and **Renee A. Mauborgne**
2. Kellogg on Marketing by **Alice Tybout** and **Bobby Calder** - Ch. 08: The Sandwich Strategy: Managing New Products and Services for Value Creation and Value Capture,
3. Marketing Metrics by **Bendle et. al** - Ch. 04: Product and Portfolio Management
4. Competitive Strategy: Techniques for Analyzing Industries and Competitors by **Michael Porter**

### On-Line Communication:

- This course has a website (see <http://courselink.uoguelph.ca/>). All announcements/required and recommended readings, assignments and updates will be posted here.
- I will be communicating with you via your central email account <uoguelph.ca> from time to time. You are required to check this account on a regular basis. Please be advised that I will not edit my mailing list to your hotmail/yahoo etc. account.
- While I endeavour to check my email daily, students can reasonably expect a response from me within 48/72 hours.

### Method and Timing of Evaluation:

Your performance will be evaluated based on the following:

Assignment/Examination	Marks Allocated %	
Exam 1	20	Oct. 04
Exam 2	20	Nov. 01
Final Project	40	
✓ Proposal 5%		Sep. 20
✓ Presentation 15%		Nov. 22
✓ Written Report 20%		Dec. 02
Class Participation	20	Every Class
Total	100	



### Course Philosophy and Approach:

Overall the approach to Management in New Product studies is to provide overview of the theory of various concepts. This requires students to read assigned chapters which will be reviewed in class through a combination of instruction and the use of examples for class discussion. A portion ties directly to your class participation which is a combination of attendance, preparation and participation in discussions.

*The course is based on an active 12-week semester. In our view the most effective and efficient use of classroom time aims at reinforcing or clarifying what the student has tried to learn on an individual basis **before** entering the classroom. For this reason, it will be assumed that the student has carefully read the assigned material and made a reasonable effort to prepare solutions to the assigned problems **PRIOR** to the class. These materials will be **DISCUSSED** in class.*

The instructor reserves the right to modify elements of the course during the term. Any changes to this evaluation scheme shall be announced prior to implementation. **Also, please be advised**

that teacher may not be able to touch upon every single topic in the chapter due to the time limitation. However, **it is the responsibility of the student to read all concepts in the chapter** (for exam or otherwise) and ask for clarification, if needed.

Project may be required to be submitted through TURNITIN or may be analyzed using this software at the instructor's discretion. All projects must be submitted on courselink by deadlines indicated above. Please ensure to keep an electronic copy of all digital receipts provided by turnitin.com for submitted assignments.

Projects are due at the **scheduled times**. Late submissions are penalized at the rate of 5% per day, including weekends after the due date. **PLEASE NOTE; GROUP PROJECT MUST BE DONE IN A GROUP! INDIVIDUAL PROJECT NOT ALLOWED!** *If you do not have a group, please EMAIL me by Sept. 18, so I could help you to join a group OR you will get a zero in the group projects.*

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.

## **CLASS PARTICIPATION**

Critical to being part of class is being at each of the classes, both physically and mentally. The course is developed to be an ongoing conversation, and like any meaningful conversation, it requires all parties to be present.



To assess your physical presence, I will take attendance. Classes start on time. Being late may be counted as an absence. If you have documentable circumstances such as illness or grave personal difficulties, you should contact the Program Office, which will work with me in appropriate cases to excuse an absence. If you find yourself with a conflict due to your career search or recruiting activity, you should work with the Career Management Office to find a resolution.

Employers cannot require a student, as a condition of his or her employment candidacy, to

participate in recruiting-related activities that conflict with his or her academic schedule. A time conflict due to a job interview, a career-related pursuit, or travel is not an appropriate reason to request accommodation on an academic commitment. Similarly, I cannot accommodate your work related commitments.

Beyond just being physically present, you need to be present mentally. To allow the rest of the class to benefit from your engagement and thoughtful insights, speak up and become part of the conversation. Grading this aspect of class participation is necessarily subjective. Some of the criteria for evaluating class participation include:

1. Are you prepared? Do your comments reflect evidence of deep case analysis (vs. simply stating case facts)?
2. Are the points you make relevant to our discussion? Do they move our discussion forward (vs. hinder our progress)?
3. Are you an effective communicator? Are your thoughts presented in a concise and convincing fashion?

Focus on quality, NOT quantity. If you do not feel adequately prepared and do not want to be called upon, please let me know at the beginning of class. My intention here is not to embarrass you, but rather to hear from you and incorporate your insights into the discussion.

- I expect you to be punctual. When you arrive late, your action disrupts the class. Please do not leave the classroom in the middle of class for a few minutes and then return; this also is disruptive.
- When you are present in class, all cell phones should be turned off unless I am notified prior to class of a possible personal emergency requiring them to be on.
- Reading newspapers or magazines in class, sending or reading text messages/email in class, or using your cell phone, tablet or computer for activities other than those related to the day's class, is not permitted. These activities not only impede your learning but also distract and reduce the value gained by your classmates from the course and therefore constitute "negative class participation".
- I expect you to treat teacher, TA and your fellow students with respect and in a professional manner at all times.
- Absence from class is a serious matter, since you obviously can't participate if you're not there. Absences = Zero participation.

## CLASS PROJECT: NEW PRODUCT DEVELOPMENT

The objective of this project is to give hands on experience in developing a product. The class shall be divided into 5 – 6 groups. The requirement is to create a new product.

Each group is to make maximum 15 - 20 minutes presentation. Teacher may video tape these presentations. *Recordings shall not be provided to the students* and shall only be used for academic purposes. These recordings shall neither be uploaded on any social media website, nor shall be provided to any commercial entities.



### PROPOSAL FORMAT

It should include the following (use the same headings and sequence as listed, max 2 pages):

- I. **Title Page:** Title of the project, full names and emails and telephone numbers of all project team members.
- II. **The Problem(s)/Issues/Proposed New Product:** Describe the identified problems/unfulfilled need, the suspected cause of the problems/need not fulfilled, and the present situation.
- III. **Objectives of the Project:** What and How you will provide solutions to the problems
- IV. **Project Schedule:** Provide a time schedule for the project. A Gantt chart or other visual diagram of your timeline is very useful.

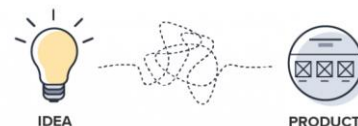


### FINAL REPORT

The final report should not exceed 12 double-spaced pages. It is important to write concisely and well. The printed output should be neat. Please proofread your report after you type it – punctuation, grammar and spelling are important. The report is aimed at the project client and should be written with that in mind. If you desire, you can include a set of comments for me in an appendix.

Your final report should use the following outline:

1. **Title Page**
2. **Table of Contents**
3. **Executive Summary**
4. **Background**



5. **Objectives** - What is the benefit to the company? What is the value of this research project?
6. **Process**
  - Phase 1: Opportunity Identification
  - Phase 2: Concept Generation
  - Phase 3: Concept/Project Evaluation
  - Phase 4: Development (Technical and Marketing Tasks)
  - Phase 5: Launch
7. **Conclusions and Recommendations** - Describe how the results of the research can be used. Focus on the decision-making implications and/or strategic considerations involved. What recommendations can you make based on your findings?
9. **Limitations and learning experiences**

Are there any limitations to the study that should be taken into account? What did you learn from the project – if you had to do the project over again, what would you do differently? Why?

## LIMITATIONS

- ✓ All groups must present on the scheduled date – makeup of this presentation is not allowed/possible
- ✓ If a student is absent on the day of his/her presentation, s/he shall be awarded zero in the presentations.
- ✓ Two groups cannot select same product/item/company for developing a product
- ✓ The product should not be existing any where in the world, *if Google finds it - it exists*
- ✓ The product is to be developed for Canadian Market only
- ✓ **DO NOT** choose a company that is known to be outstanding already (e.g., iphone) in that there is neither much challenge to nor excitement in developing new product
- ✓ **DO NOT** choose products that are of sexual, political or religious natures.



## IN-CLASS EXAMS

Exams shall be application oriented – it shall be designed to assess your understanding of Product Development Concepts and your ability to apply these concepts in real life situations. You will be responsible both for the material covered in class and for material in the text and readings – all may be addressed in exam. The exact format of the exam shall be announced one week in advance.



***Please note the dates for the exams. Please do not schedule job interviews or other activities in a manner that prevents you from taking the exams on the scheduled dates.***

**Course Schedule and Key Dates:**

<b>Week/Date</b>	<b>Topic</b>		<b>Notes</b>
W1, Sep. 06	Course Introduction + Ch. 01: The Strategic Elements of Product Development		
W2, Sep. 13	Ch. 02: The New Products Process Ch. 03: Opportunity Identification and Selection		
W3, Sep. 20	Ch 04: Creativity and Product Concept Ch. 05: Finding and Solving Customers' Problems	5%	Proposal Due
W4, Sep. 27	Ch. 06: Anal. Attri. Appr.: Introduction and Perceptual Mapping Ch 07: Anal. Attri. Appr.: Trade-Off Analysis and Qualitative Techniques		Exam Review
W5, Oct. 04	<b>Exam 1</b> Ch. 08: The Concept Evaluation System	20%	
W6, Oct. 11	Ch. 09: Concept Testing Ch. 10: The Full Screen  Project Progress Report		In class Individual Group Meetings with the Instructor on the status of Project
W7, Oct. 18	Ch. 11: Sales Forecasting and Financial Analysis Ch. 12: Product Protocol Ch. 13: Design		
W8, Oct. 25	Ch. 14: Development Team Management Ch. 15: Product Use Testing Ch. 16: Strategic Launch Planning		Exam Review
W9, Nov. 01	<b>Exam 2</b> Project Progress Report	20%	In class Individual Group Meetings with the Instructor on Project
W10, Nov. 08	Ch. 17: Implementation of the Strategic Plan Ch. 18: Market Testing		
W11, Nov. 15	Ch. 19: Launch Management Ch. 20: Public Policy Issues		In class discussion on Class Presentation/Requirements
W12, Nov. 22	Final Presentations	15%	<i>Upload Power point presentation slides to Courselink by 05.00 pm on Nov. 21.</i>

Submit **Final Report (20%)** and **Peer Evaluation Forms** by 11:59pm, **Dec. 02, 2018**

**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 – 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. 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.

### **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 ground-breaking 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 – 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).

## PEER EVALUATION FORM

Please fill out the following form to determine each person's contribution to the team project. Please note that your evaluations will affect the final grades for you and/or your group members. **A group member's score may vary from 5%-10% lower as compared to the other group members based on the evaluations. The amount of the grade adjustment is at the SOLE DISCRETION of the INSTRUCTOR who will consider the ratings of the group members and the reasoning behind the low ratings. It is mandatory to submit this form. Three percent (3%) score shall be deducted from the final project if a student does not submit this form.**

Rate each member of your group, using a 1 (lowest) – 5 (highest) scale for following questions:

- a) Attended group meetings regularly and arrived on time
- b) Contributed meaningfully to group discussions
- c) Completed Assigned work on time
- d) Prepared work in a quality manner
- e) Demonstrated a cooperative and supportive attitude
- f) Contributed significantly to the success of the project

Group Members (List by name)	Group Project (Please circle the appropriate rating)
Yourself	a) 1 2 3 4 5 b) 1 2 3 4 5 c) 1 2 3 4 5 d) 1 2 3 4 5 e) 1 2 3 4 5 f) 1 2 3 4 5
	a) 1 2 3 4 5 b) 1 2 3 4 5 c) 1 2 3 4 5 d) 1 2 3 4 5 e) 1 2 3 4 5 f) 1 2 3 4 5
	a) 1 2 3 4 5 b) 1 2 3 4 5 c) 1 2 3 4 5 d) 1 2 3 4 5 e) 1 2 3 4 5 f) 1 2 3 4 5

Comments (Use an additional sheet if necessary): \_\_\_\_\_

*Students are not allowed to share this syllabus on any website or with any one not related to the course.*