

## MCS\*4040 Management in Product Development

Fall 2019  
0.5 Credits

### General Course Information

<b>Instructor</b>	Dr. Yuanfang Lin
<b>Email</b>	<a href="mailto:yuanfang@uoguelph.ca">yuanfang@uoguelph.ca</a>
<b>Office Location</b>	MINS 213C
<b>Office Hours</b>	Thursday, 1pm - 2pm
<b>Department/School</b>	Marketing and Consumer Studies
<b>Class Schedule</b>	Tuesday/ Thursday 10am - 11:20am
<b>Room:</b>	MACS 121
<b>Pre-requisites</b>	10.00 credits including MCS*1000, MCS*2600

### Course Description

Developing and marketing innovative new products is essential for firms to keep up with the fast-evolving state of technology and the constantly changing consumer preference. This course is designed to equip students with the concepts, tools, and methods used in the developing and marketing of new products under a competitive business environment. Students will also have the opportunity to understand and apply new product development and management concepts and techniques through lectures, in-class discussion, business article review and online simulation.

### Course Learning Outcomes

The learning outcomes for this course include:

- Understand the concepts and techniques necessary to successfully launch and marketing a new product.
- Apply market research techniques for generating new product ideas, assessing new product concepts, and evaluating market opportunities.
- Conduct financial analysis and forecast for a company's new product launch and marketing plan.
- Effectively communicate the design, launch and management of new product through well-organized business presentation and written report.
- Describe the challenges that companies face with the management of an individual product, brand, and business portfolio under the complex business environment.

### Course Resources

#### Required Text

MARKSTRAT simulation handbook can be downloaded after each student registers on the MARKSTRAT Website and purchases individual Participant Activation Key (PAK).

#### Other Resources

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

One of the primary resources will be the course website (<http://courselink.uoguelph.ca>). All announcements, required, and recommended readings, assignments and updates will be posted on course link. Students should check the course website regularly throughout the semester.

## Course Assessment

### Method and Timing of Evaluation

Your performance will be evaluated based on the following:

<b>Assessment 1:</b>	15%	Class Participation	<i>Weekly</i>
<b>Assessment 2:</b>	10%	Quiz 1	<i>Week 5</i>
<b>Assessment 3</b>	15%	Business Article Critique	<i>Week 7</i>
<b>Assessment 4:</b>	15%	Quiz 2	<i>Week 11</i>
<b>Assessment 5:</b>	15%	Group MARKSTRAT simulation	<i>Week #5 ~ #12 (8 rounds)</i>
<b>Assessment 6:</b>	10%	Group MARKSTRAT presentation	<i>Week 13</i>
<b>Assessment 7:</b>	20%	Group MARKSTRAT written report	<i>Week 13</i>
<b>Total</b>	<b>100%</b>		

## Course Philosophy and Approach

### Lecture

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. Weekly lecture contents include:

- Overview 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 of the chosen article 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 studied in class)

### 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 two trial periods, each group is to compete with others as different companies in the same industry for 8 rounds of simulation (simulating 8 years) by making decisions including:

- Brand Portfolio
- Research and Development
- Communication
- Marketing Plan

## Tentative Course Schedule

Class	Date	Topic	Readings, Assignments & Notes
1	September 5	Course Introduction; Syllabus	MarkStrat team formation
2	September 10	Strategic Planning in New Product Development	
3	September 12	Introduction to MarkStrat Simulation	Simulation Participant Activation Key
4	September 17	New Product Concept Generation	
5	September 19	MarkStrat 1 <sup>st</sup> Trial Round	Team TRIAL decision #1 DUE
6	September 24	Attribute Analysis; Perceptual Mapping	
7	September 26	MarkStrat 2 <sup>nd</sup> Trial Round	Team TRIAL decision #2 DUE
8	October 1	Concept Evaluation and Testing;	In-Class Quiz 1
9	October 3	1 <sup>st</sup> (Real) Round of MarkStrat decision	Team simulation decision #1 DUE
10	October 8	Sales Forecast and Financial Analysis	
11	October 10	2 <sup>nd</sup> (Real) Round of MarkStrat decision	Team simulation decision #2 DUE
12	<b>October 15</b>	<b>Fall Study Break, NO CLASS</b>	
13	October 17	Product protocol, design & team management	Business Article Critique DUE
14	October 22	MarkStrat Progress Review Session 1	Team meeting with Instructor
15	October 24	3 <sup>rd</sup> (Real) Round of MarkStrat decision	Team simulation decision #3 DUE
16	October 29	Product Use Testing	
17	October 31	4 <sup>th</sup> (Real) Round of MarkStrat decision	Team simulation decision #4 DUE
18	November 5	Market Testing; Launch Planning & Management	
19	November 7	5 <sup>th</sup> (Real) Round of MarkStrat decision	Team simulation decision #5 DUE
20	November 12	6 <sup>th</sup> (Real) Round of MarkStrat decision	Team simulation decision #6 DUE
21	November 14	MarkStrat Progress Review Session 2	In-Class Quiz 2
22	November 19	7 <sup>th</sup> (Real) Round of MarkStrat decision	Team simulation decision #7 DUE
23	November 21	FINAL 8 <sup>th</sup> (Real) Round of MarkStrat decision	Team simulation decision #8 DUE
24	November 26	MarkStrat Presentation – Day 1	Presenting Teams Submit ppt Slides
25	November 28	MarkStrat Presentation – Day 2	Presenting Teams Submit ppt Slides
			MarkStrat Final Reports DUE Dec 2

*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.*

## Course Policies

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 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 - 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).