

NEW PRODUCTS MARKETING
MARK 7374
Fall 2013

INSTRUCTOR: Dr. Alan. D. Lish
Email: adlish@uh.edu
Phone: 281-812-5392 (Home/Office)
512-940-3846 (Cell)

TIME: Sec. 10381 Tuesdays, 6-9pm, MH 129

OFFICE: UCBB Rm 528C

OFFICE HOURS: 1:15-2:15 Tues/Thurs, or by appointment

Course Description

New products and services are a critical part of any healthy economy. For most firms, they represent a strategic imperative for the owners, investors, analysts, and management team. Consequently, much focus is placed on this part of a business's portfolio. Success in the development and commercialization of new products is born out of many origins whether serendipity, mistakes, or carefully pre-meditated acts. There are, however, processes and practices that will aid in the development and launch of a product with a higher than average chance of success. In this course you will develop an understanding of many of these processes from a *marketing manager's* perspective.

All instructional information including syllabus, class handouts, class discussions and assignments will be available via Blackboard. For more information concerning Blackboard, see <http://www.uh.edu/webct/>. You will be able to access Blackboard via the Internet on UH lab computers or any off-campus computer with internet access.

Course Objectives

Develop a comprehensive understanding of how companies plan, decide and deploy new products. Learn how to use market research to help decide on new products. Learn how market segmentation can drive new product development.

Here is some helpful information about how we will run our classes:

Class participation is encouraged. You may be asked to engage in discussions with classmates, the instructor or teaching assistants. Use this opportunity to get to know each other and to propel you into sharing what you know with the class.

Come to class every day. We regularly share information needed for quizzes during class and most of what is discussed will be on the quizzes.

Ask questions regularly. There will be other students wondering the same thing and you will help keep the class focused.

Course Rules:

- Please arrive at class on time. If you are late, please shut the door quietly behind you and go to your seat as far back in the room as possible.
- If you come to class, please stay to the end. Class will end on time, and that should give you plenty of time to get to your next class.
- Be considerate of your neighbor in class. Turn cell-phones to silent.
- Students who need accommodations on exams because of disability must make prior arrangements. Students with disabilities are urged to obtain information about their rights and responsibilities from the Center for Students with Disabilities (713.743-5400)
- Tests must be taken when scheduled: **there will be no make-up tests** offered. If you must miss a test for a valid reason, you should let us know **prior** to the scheduled exam time **and** provide a valid excuse from a doctor, court clerk, employer, or other appropriate person.
- All work must be independent unless otherwise specified.

Required materials:

There is no text book for this course.

There is a Harvard Business Publishing course pak, which contains cases and articles. It is available at:

<https://cb.hbsp.harvard.edu/cbmp/access/20697894>

MarkStrat, an online business simulation (\$60). Instructions for purchasing MarkStrat will be provided. *You do not purchase this simulation* until instructed to do so, and only have simulation/case teams have been formed (after 9/11).

Blackboard:

This course makes extensive use of Blackboard. *All exams, communications, grades, assignments, power points and other important information are disseminated using Blackboard.* If you are not familiar with Blackboard, you should make sure you become familiar with it. Ignorance

of how to use, access, or navigate around Blackboard is not an excuse for missed assignments or work.

The University has a number of ways that you can become familiar with Blackboard if you need assistance. Please check online at www.uh.edu/webct for details.

Grading: Final grades will be determined as follows:

Component	Percentage	Additional Information
Class participation	15%	Discussions, etc., regarding cases, the simulation, articles and other topics
Individual Case Briefs	20%	Each student will submit a case brief on each of the six cases
Team Project Case	30%	Each team will submit an in-depth analysis of a particular assigned case, and present it to the class
Team simulation	28%	Each team will engage in a marketing simulation exercise using the MarkStrat simulation
Team participation	7%	A peer review grade based on team contribution
TOTAL	100%	

Total Points Earned	Grade		
93%-100%	A	73%-76%	C
90%-92%	A-minus	70%-72%	C-minus
87%-89%	B-plus	67%-69%	D-plus
83%-86%	B	63%-66%	D
80%-82%	B-minus	60%-62%	D-minus
77%-79%	C-plus	<59%	F

Quizzes

The quizzes will be administered throughout the semester. They will be available ONLY DURING CLASS times. You will take them on Blackboard, so make sure you either have a computer at that time, or have access to one. You do not have to be in class to take the quizzes. **MAKE SURE YOU READ AND FOLLOW THE QUIZ DIRECTIONS.** Do not just click “yes” and go onto the quiz.

Class participation

You are expected to participate in this class. At the very least, class participation is based on your attendance in class (you can't participate if you're not there!). In addition, we encourage questions and discussions.

Late Work

Exams are administered on the dates indicated DURING CLASS times only. So, there should be no late work.

Make-Ups

If you have a valid excuse for missing an exam, a make-up will be provided for you. Valid excuses are only medical excuses (and we must see a doctor's note) or acts of God (like a hurricane).

Unprofessional communication

Please act with courtesy and respect. There is absolutely no justification for vulgar, rude, impertinent, and demeaning communication directed towards team members, instructors, or administrative staff. Keep your communications professional and businesslike. **Please, NO bulk emails on Blackboard. There will be a 10-point penalty for any bulk email.**

Some acts are defined by the university to be unacceptable. See Student Disciplinary Policies and Procedures: http://www.uh.edu/dos/resources/disp_policies.php

Unprofessional conduct

Act professionally. There is no justification for threatening team members, instructors, or administrative staff or exhibiting disruptive behavior (e.g., slamming books on a table, screaming, etc.). Such conduct may have legal implications. Physical violence and threats of physical violence should be reported to the University Police. If you have disagreements with team members please exercise good judgment and keep your discussions courteous and respectful.

Some acts are defined by the university to be unacceptable. See Student Disciplinary Policies and Procedures: <http://www.uh.edu/dos/policies.html>

Academic Honesty

The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook, http://www.uh.edu/provost/policies/uhhonesty_policy.html. *Students are expected to be familiar with this policy.*

Accommodations for Students with Disabilities

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

Other Information:

This syllabus and accompanying class schedule are tentative and subject to change. Changes and/or additions will be announced on the Blackboard. ***The instructor reserves the right to modify the course requirements, assignments, quizzes, exams, grading procedures, and other related policies as circumstances so dictate.*** Students are expected to adhere at all times to all applicable University, College, and departmental policies and regulations. **If you bring a cellular phone or pager to our class meetings, please make sure that these devices are in silent mode before class begins! NO EARBUDS PLEASE!**

All class information will be posted on Blackboard. Please check that regularly, which means at least three times a week or more.

Class Schedule

Will be posted on Blackboard prior to the first day of class