

**NEW PRODUCTS DEVELOPMENT  
MARK 7374  
Fall 2017**

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**TIME:** Sec. 10933 Thursdays, 6-9pm, MH 138  
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**OFFICE HOURS:** 1:15-4:15 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 component 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.

**Course Objectives**

To develop a comprehensive understanding of how companies plan, select, and deploy new products. Learn how to use market research to help decide on new products, including identifying target segments and positions. In addition, the Bauer College of Business sets the following learning goals for all MBA level classes:

- **Communication:** Students will demonstrate effective written and oral communication skills through class discussion and assignment submissions
- **Cross Disciplinary Competence:** Students will demonstrate ability to integrate different functional areas in solving business problems using concepts and tools from previous marketing and management courses in the simulation.
- **Critical Thinking:** Students will demonstrate ability to analyze business situations and recommend appropriate actions in the online simulation.
- **Ethical Reasoning:** Students will demonstrate ability to identify ethical dilemmas and be able to recognize and evaluate alternative courses of action by demonstrating this ability in class discussions.

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

**Class participation is encouraged (and graded).** 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 class day.** We regularly share information needed for knowledge in the new product development process. Missing more than two scheduled classes with an unexcused absence could result in a grade penalty.

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

### Course Rules:

- Please try to arrive at class on time. If you are late, please shut the door quietly behind you and go to your seat in an undistruptive manner.
- Be considerate of your neighbor in class. Turn cell-phones to silent or vibrate.
- Materials are due when scheduled: **late assignments are penalized.** All assignments will be submitted through the assignment dropbox of blackboard.
- All work must be independent unless otherwise specified.

### Required materials:

#### Text Book

The text book for this class is New Products Management (11<sup>th</sup> Ed.), by Crawford & Di Benedetto, published by McGraw Hill. It is available as an ebook, or as a hard copy. The ebook is: (~\$125).

You can locate and purchase the book online by following these simple steps:

1. Go to <http://create.mheducation.com/shop/>
2. Search for and select book by Title, ISBN, Author, or State/School.

ISBN: 9781308282619

Title: MARK 7374

3. Add the book to your cart and pay using a credit card or access code.

The hard copy should also be the 11<sup>th</sup> edition. It is available in the bookstore. The ISBN number for the hard copy will likely be different than the ebook version.

#### Online team simulation

MarkStrat, an online business simulation (\$50). Instructions for purchasing MarkStrat will be provided. **Please do not purchase this simulation until instructed to do so**, and only have simulation/case teams have been formed (after drop).

**Blackboard:**

This course makes extensive use of Blackboard. *All 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/blackboard](http://www.uh.edu/blackboard) for details.

**Grading:** Final grades will be determined as follows:

Component	Points	Additional Information
Case assignments (4)	40%	Each student will submit a case brief/discussion points on each of four cases
Individual participation	15%	Participation in class discussions
Weekly quizzes	25%	Weekly online quizzes
Team Simulation Project	20%	MarkStrat team simulation, broken down as shown. Details will be discussed in class.
Final debriefing	5%	
Team performance	10%	
Peer reviews	5%	
TOTAL	100%	Total possible weighted percentage

Total Weighted 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

### **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**

Since you know the due-dates of all assignments in advance, late submissions will be penalized.

### **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 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](http://www.uh.edu/dos/resources/disp_policies.php)*

### **Unprofessional conduct**

Act professionally. There is no justification for threatening or bullying 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](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

**Schedule is below:**

**MARK 7374 New Product Development  
Fall 2017 Schedule (hard copy version)**

*\*All reading assignments (and associated quizzes) due by 5pm. Cases due as noted.*

Session: Date	Topic	Assignments Due*
#1: Aug 24	Course overview and discussion	Chapters 1 in the text <b>Week #1 quiz due by 8/31</b>
#2: Aug 31	New Product Process	Chapter 2 in text <b>Weekly quiz due by 5pm</b>
#3: Sep 7	Strategic planning	Chapter 3
#4: Sep 14 <b>Sep 17, end of day</b>	Concept generation and problem-based ideation	Chapter 4 and 5 <b>Case #1 due</b>
#5: Sep 21	Attribute analysis <b>Toolbox: Perceptor</b>	Chapter 6 Purchase MarkStrat
#6: Sept 28 <b>Oct 1, end of day</b>	Attribute analysis (cont)	Chapter 7 <b>Case #2 due 10/1 11:59pm</b>
#7: Oct 5 <b>Oct 10</b>	Concept evaluation and testing MarkStrat manual due <b>Toolbox: Assessor, BASS</b>	Chapters 8 & 9 <b>MarkStrat manual quiz</b> <b>MS first run due</b>
#8: Oct 12 <b>Oct 17</b>	Full screen and sales forecasting <b>TB: Forecasting Tools</b>	Chapters 10 & 11 <b>MS Period 2 run due</b>
#9: Oct 19 (class may be affected by home football) <b>Oct 24</b>	Product protocol <b>TB: Forecasting Tools</b>	Chapter 12 <b>Case #3 due 10/22 11:59pm</b> <b>MS Period 3 run due</b>
#10: Oct 26 <b>Oct 31 by 11:59</b>	Design and development team management	Chapters 13 & 14 <b>MS Period 4 run due</b>
#11: Nov 2 <b>Nov 6 by 11:59</b>	Product use testing	Chapter 15 <b>Period 1-4 class discussion</b> <b>MS Period 5 run due</b>
#12: Nov 9 <b>Nov 13 by 11:59</b>	Strategic Launch Planning <b>TB: Adbudg Tools</b>	Chapters 16 & 17 <b>MS Period 6 run due</b>
#13: Nov 16 <b>Nov 20 by 11:59</b>	Market testing	Chapter 18 <b>Case #4 due 11/19 11:59pm</b> <b>MS Period 7 run due</b>
#14: Nov 23 <b>Nov 27 by 11:59</b>	<b>No class Thanksgiving</b>	Chapter 19 <b>Weekly quiz due 11/30 5:00p</b> <b>MS Period 8 run due</b>
#15: Nov 30	Course overall debriefing MarkStrat team presentations (powerpoints) <b>Peer review available at 6pm</b>	<b>Final written team debriefing due 6pm 11/30</b> <b>Peer reviews due by 12/1</b>

**MARK 7374 New Product Development  
Fall 2017 Chapter equivalents (ebook version)**

**Note:** the “•” designates chapter titles. If there is an introductory section, please read as well.

Session: Date	Topic	Assignments Due
#1: Aug 24	Course overview	•The Strategic Elements of Product Development
#2: Aug 31	New Product Process	•The New Products Process
#3: Sep 7	Strategic planning	•Opportunity Identification and Selection: Strategic Planning for New Products
#4: Sep 14	Concept generation and problem-based ideation	•Creativity and the Product Concept •Finding and Solving Customers' Problems
#5: Sep 21	Attribute analysis	•Analytical Attribute Approaches: Introduction and perceptual mapping
#6: Sept 28	Attribute analysis (cont)	•Analytical Attribute Approaches: Trade-off analysis and Qualitative techniques
#7: Oct 5	Concept evaluation and testing MarkStrat manual due	•The Concept Evaluation System •Concept Testing MarkStrat manual quiz
#8: Oct 12	Full screen and sales forecasting	•The Full Screen •Sales Forecasting and Analysis
#9: Oct 19	Product protocol	•Product Protocol
#10: Oct 26	Design and development team management	•Design •Development Team Mgmt.
#11: Nov 2	Product use testing	•Product Use Testing
#12: Nov 9	Strategic Launch Planning	•Strategic Launch Planning •Implementation of the Strat plan
#13: Nov 16	Market testing	•Market testing
<b>#14: Nov 23</b>	<b><i>No class Thanksgiving</i></b>	•Launch management
#15: Nov 30	Course and MarkStrat overall debriefing presentations	<b>Final written team debriefing due 11/29 in assignment drop box. Peer reviews due by 12/1 end of</b>