

13-108
APP-11/19/13
Senate Info-12/3/13

Undergraduate Distance Education Review Form

(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

Existing and Special Topics Course

Course: MKTG 443 New Product Design and Branding

Instructor(s) of Record: Parimal Bhagat

Phone: 724-357-3315 Email: bhagat@iup.edu

Step Two: Departmental/Dean Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative

[Signature] 11/08/13
Signature of Department Designee Date

Endorsed:

[Signature] 11/12/13
Signature of College Dean Date

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

Step Three: University-wide Undergraduate Curriculum Committee Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative

Gail Sedquist 11/19/13
Signature of Committee Co-Chair Date

Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

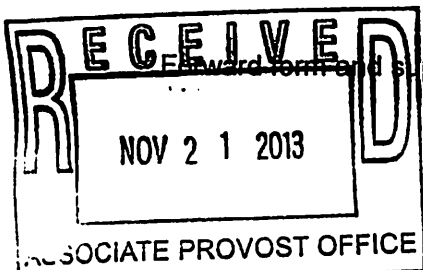
Step Four: Provost Approval

Approved as distance education course

Rejected as distance education course

[Signature] 11/25/13
Signature of Provost Date

Forward form and supporting materials to Associate Provost.



Received
NOV 13 2013
Liberal Studies

Undergraduate Distance Education Review Form

MKTG 443 Product Design & Branding

1. How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?

Parimal Bhagat:

- Developed and taught the several online courses (MKTG 420:Marketing Management, 442:Social Cause Marketing, 445-545:Social Media Marketing, 450:Marketing Strategy, LBST 499:Global Village/Sustainability).
- Attended advanced workshops offered by IT-Services in both Moodle and D2L.
- Has attended Sloan Consortium conference on online/hybrid course design and teaching.
- Responsible for the hybrid course MKTG 603 (50% online) for the Executive MBA Program.
- Has taught MKTG 443-543 Product Design & Branding course and related special topic courses under MKTG 481 over the last 5 years in regular in-class format.
- Published articles in the area of New Product Design and Innovation and made several national/international conference presentations in this field.

2. How will each objective in the course be met using distance education technologies?

Please refer to the attached syllabus of record for the list of course objectives. The online version of the syllabus has been modified in terms of "Course Objectives" and "Evaluation Methods" section specifically to meet the accomplishment of the course objectives using D2L online tools. How each of the course objectives will be achieved through the online course is described below:

(1) Demonstrate an understanding of the key concepts, processes and tools used in product design and planning.

Elements of the new product design planning and branding are covered in the text book and supplemental readings of the 5 topics of the course. Each of these topics will also be presented in several online lectures within D2L. Student learning of the knowledge and comprehension of the concepts, terms, models, theories and methodologies in each topic will be tested with online chapter quizzes consisting of both multiple choice and short answer questions. Students will demonstrate the accomplishment of this objective by taking five topic quizzes, one at the end of each topic.

(2) Examine the new product creation and innovation process as a means to identifying and satisfying customer's unmet needs.

Students will research secondary sources of information on the product category of interest using the internet based on several weblinks and online resources provided on D2L. Students will design a survey to assessing customer's unmet needs. Students will survey respondents online based on convenience sampling using tools such as Qualtrics, Facebook or Google. Instructor will obtain IRB approval for Classroom research each time the course is taught. Based on results from both secondary and primary research, students will submit using the dropbox tool of D2L a table listing unmet or desired needs for the product category. Students will incorporate several such needs in the design of the new product form in the specified product category. Students will submit the design of the new product as sketches, drawings or pictures with product dimensions and cut-outs in PDF or other suitable formats using the dropbox tool in D2L. Students will participate in an online discussion forum in D2L on the topic of Innovation and Creativity.

(3) Evaluate and assess markets and consumer segments for devising successful market launch strategies.

Students will submit the assignment as a dropbox item in D2L. This assignment will include a table of consumer segments for the product category developed based on several dimensions. Students will participate in an online discussion forum in D2L on the topic of target marketing for new products.

(4) Understand the brand design and development process for a newly designed product.

Students will prepare a brand identity report for submission as a dropbox item in D2L. This report will provide the new or modified brand identity (name, symbol, logo, proposition/promise, packaging) and a narrative that describes the process they underwent.

Students will participate in an online discussion forum in D2L on the topic of developing brand identity for new products.

MKTG 543 (graduate students):

In addition to the above:

(5) Design a virtual or tangible prototype showing the key attributes of the new product.

Graduates students will showcase a virtual (e.g. digital video or 3-d drawing) or tangible (using photographs or cut-outs) uploaded in D2L using the dropbox tool.

6. Develop a complete market launch plan for the initial geographical target market.

Graduate students will prepare a complete market launch report that would include additional elements such as a business case feasibility report, launch schedule, pricing, distribution and media budget as per the syllabus. This report will be submitted in D2L as a dropbox item.

3. How will instructor-student and student-student, if applicable, interaction take place?

Synchronous Interactions

- Blackboard Collaborate room will be set-up for student groups to discuss the cases.

Asynchronous Interactions:

- Discussion Tool of D2L to post/debate discussion questions on selected topics. (Student-Student-Instructor)
- IUP/D2L email system to communicate with individual students, answer their questions and encourage participation. (Student-Instructor). All emails will be answered within 48 hours in a regular semester and 24 hours for shorter semester sessions such as Summer and Winter.

4. How will student achievement be evaluated?

- Five D2L online quizzes; one at the end of each topic as outlined in the syllabus; quizzes will contain multiple choice questions and short answer questions.
- Three Discussion Postings on discussion topics dealing with global issues, ethical issues and case studies involved in new product design and branding.
- Two mini case report submissions to demonstrate application skills in new product design and branding.
- Four Assignments as dropbox tool items involving specific aspects of the new product development process will be required – two additional dropbox item submissions required for graduate students.

5. How will academic honesty for tests and assignments be addressed?

- Each student will be administered a different randomly selected set of questions for each quiz from a large test bank of questions for each topic.
- Fixed date and time for each quiz and a fixed limited allotted time for completion for each quiz. Appropriate tools in D2L will be checked to ensure options such as “cut-and-paste” are disabled.
- Quiz contains short answer questions which allow evaluation of depth and sophistication of student understanding of the concept/topic.
- All dropbox reports will be subject to ‘plagiarism check’ using the option in D2L that uses Turnitin.com integration.
- Use of discussion postings and dropbox submissions in student assessment enhances academic integrity and validity of overall assessment of student accomplishment.

SAMPLE SYLLABUS FOR DISTANCE EDUCATION/ONLINE DELIVERY

I. CATALOG DESCRIPTION:

MKTG 443 NEW PRODUCT DESIGN AND BRANDING
hours 3 Class
0 lab hours
3 Credits
(3c-01-3cr)

MKTG 543 NEW PRODUCT DESIGN & BRANDING
hours 3 Class
0 lab
hours
3 Credits
(3c-01-3cr)

Prerequisite:

For MKTG 443: MKTG 320 Principles of Marketing
For MKTG 543: MKTG 603 Marketing Management

This course discusses the new product design, development, branding and launch process companies use to bring a new concept to market by satisfying customer's unmet needs. It blends the perspectives of marketing, design, and the process of product creation. A step-by-step process from product planning and concept generation to commercialization and product launch planning will be covered.

II. COURSE OUTCOMES:

Upon completion of the course students will be able to:

MKTG 443 (undergraduate students):

1. Demonstrate an understanding of the key concepts, processes and tools used in product design and planning.
2. Examine the new product creation and innovation process as a means to identifying and satisfying customer's unmet needs.
3. Evaluate and assess markets and consumer segments for devising successful market launch strategies.
4. Understand the brand design and development process for a newly designed product.

MKTG 543 (graduate students):

In addition to the above:

5. Design a virtual or tangible prototype showing the key attributes of the new product.
6. Develop a complete market launch plan for the initial geographical target market.

III. COURSE OUTLINE:

- A. Opportunity Identification/Selection (Outcomes 1, 2)
- The New Product Process
Opportunity Identification and Selection
Preparation and alternatives
- QUIZ #1
DISCUSSION FORUM 1
- B. Concept Generation (Outcomes 1, 2)
- Problem-based Ideation
Analytical attribute approaches
- CASE #1 Innovation in the Toy Industry
QUIZ #2
Assignment 1 (Dropbox item 1) due
- C. Concept/Project Evaluation (Outcomes 1, 2, 3, 6)
- Concept Evaluation System
Sales Forecasting and Financial Analysis
- QUIZ #3
DISCUSSION FORUM 2
Assignment 2 (Dropbox item 2) due
- D. Design & Development (Outcomes 1, 2, 3, 5)
- Design techniques and approaches
Product Use Testing
Market Testing
- CASE #2 The MINI

QUIZ # 4
Assignment 3 (Dropbox item 3) due

E. Branding and Product Launch (Outcomes 1, 4, 6)

Brand name selection
Brand and Package Design
Strategic Launch Planning

QUIZ # 5
DISCUSSION FORUM 3
Assignment 4 (Dropbox item 4) due

IV. EVALUATION METHODS:

Your grade will reflect your performance regarding successful completion of assigned case analysis and discussion questions, quizzes, and several new product management project assignments. The new product management project assignments will include all the stages of planning a new product design, development and launch. As such, the following tasks are required and described below:

Quizzes:

The questions will be multiple choice type based on textbook content, articles or handouts and class discussions with a few short-response questions. All quizzes will be timed and available in D2L for a specified period.

Case Discussions:

All students should read each case and submit a 1-page (2-page for graduate students) position paper (structured into key issues with recommendations; 1 ½" line spacing, 11-12 point font size, maximum 1" margins) online under the dropbox tool of D2L

Project Assignments:

Student should follow the guidelines for the project, summarized below:

Assignment 1 (Dropbox item 1)

1. Scan the business environment to identify trends.
2. Identify opportunity areas of unmet customer needs using survey and analysis.
3. Generating alternatives using problem-based ideation or other creative thinking techniques.

Assignment 2 (Dropbox item 2)

4. Perform an Initial Screen of ideas based on criteria related to Marketing, Technology, and Design.

5. Full Screen: Use a detailed list of criteria with weights for each to compare the remain alternate product ideas and determine the final Product Concept for further development. Target the appropriate segment after segmenting the market for the product category appropriately.

Assignment 3 (Dropbox item 3)

6. Specific the Augmented Product Concept including: Core benefit, Formal product, Augmentation, Functions, Features, Detailed technical specifications, and Bill of materials needed to make the product.
7. Prepare and conduct Concept Test using Concept Cards, Diagrams/sketches, cut-outs, 3-d imaging, dimensions and tech specifications.

Assignment 4 (Dropbox item 4)

8. Establish Market Feasibility and determine branding strategy including all elements of the brand identity.

Assignment 5 (Dropbox item 5) [GRADUATE STUDENTS ONLY]:

9. Prototype development
10. Market Launch Planning; Branding: Brand extension or new brand – name and design; Packaging; Pricing: cost, competitor, consumer factors; Distribution; Launch promotion; Launch schedule.

GRADING POLICY IS AS FOLLOWS:

For MKTG 443:

QUIZZES (Five Quizzes) (Five Quizzes / 6% each) [Objectives 1,2,3,4]	30%
CASE DISCUSSIONS (Two Cases) (Two Cases / 7.5% each) [Objectives 2,3,4]	15%
PROJECT (Four assignments) (Four assignments/10% each)[Objectives 3, 4]	40%
DISCUSSION FORUM (Three/ 5% each) [Objective 1]	15%
TOTAL GRADE 100%	

For MKTG 543:

QUIZZES (Five Quizzes)	25%
CASE DISCUSSIONS (Two Cases)	15%

PROJECT (Five Assignments) 50%

DISCUSSION FORUM (Three) 10%

TOTAL GRADE 100%

V. Grading Scale:

Sample grading scale:

For MKTG443: A >=90, B = 80-89, C = 70-79, D = 60-69, and F < 60

For MKTG543: A >=90, B = 80-89, C = 70-79, and F < 70.

VI. Attendance Policy

Regular participation on D2L including active and substantive contributions to the discussion forums and timely submission of assignments and cases is required.

VII. REQUIRED textbooks, supplemental books, and readings:

1. New Products Management, 10th edition by Merle Crawford and Anthony Di Benedetto; McGraw-Hill/Irwin 2011.
2. Strategic Brand Management, 4th edition by Kevin Lane Keller; Pearson/Prenhall 2013.

VIII. BIBLIOGRAPHY:

Books

(IUP Library call numbers follow the citation)

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D'Adderio, L. (2004). *Inside the virtual product: How organizations create knowledge through software*. Northhampton, MA : Edward Elgar. [HF5415.153.C333 2004]

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LaSalle, D., & Britton, T. A. (2003). Priceless : Turning ordinary products into extraordinary experiences. Boston : Harvard Business School Press. [HF5415.15.L37 2003]

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Van der Bulte, Christophe and Yogesh V. Joshi (2007), "New product diffusion with influentials and imitators", *Marketing Science*, May-June 2007 v26 i3 p400(22).

Lesson Plan for Module 1: Concept Generation

This module has the following chapters:

Chapter 1: The Menu

Chapter 2: New Product Process

Chapter 3: Opportunity Identification and Selection

Instructions for Module 1

1. Read Chapters 1, 2 and 3 from the course text book.
2. Download and print a "handout" version of the PowerPoint from the content section.
3. Next view to the PowerPoint lecture presentation of the chapter. You must have a computer equipped with sound/speakers/headphones, as well as high speed internet connection. Visit each weblink provided on select slides and explore the webpage in the context of this chapter content.
4. Read the additional article for the chapter from the content section. This article will help you respond to the discussion forum 1: Trend Analysis.
5. Post your comments on the discussion topic "Trend Analysis" in the Discussions section of D2L before the specified deadline; You should read the original discussion question posted by the instructor and then first post an original comment or comment on one of the earlier comments. You should read all comments already posted before posting your replies. *Detailed instructions are given under "Instructions for Online Discussion Forum."*
6. Take the Module 1 Test (at the time designated in the D2L calendar) using the D2L Quiz Tool on the Course Home. Test will contain both multiple choice questions and short answer questions. *Detailed instructions are given under "D2L-Instructions Quizzes."*
7. Submit Assignment 1 in the respective dropbox item under "Dropbox" on the D2L course page. *Detailed instructions for each assignment is given in the syllabus under "Mktg 443 Syllabus."*
8. If you have any questions about this chapter or have any challenges to official answers to quiz questions please use the IUP email to communicate with me.

bhagat Development MKTG 443-543 New Product Dev and Branding

News

MKTG 443-543 NEW PRODUCT DESIGN & BRANDING

Discusses the new product design, development, branding and launch process companies use to bring a new concept to market by satisfying customer's unmet needs. It blends the perspectives of marketing, design, and the process of product creation. A step-by-step process from product planning and concept generation to commercialization and product launch will be covered.

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Role Switch

Current Role

-- My Role (Teacher) -- ▾

Change Role

Calendar

Friday, November 8, 2013

November 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Upcoming events

JUN

16

10:19 AM Trend Analysis - Due

JUN

16

10:20 AM Quiz 1 on Module 1 - Due

JUN

23

10:35 AM Assignment 1: Product design alternatives - Due

My Home **bhagat Developmen...**

Parimal Bhagat

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bhagat Development MKTG 443-543 New Product Dev and Branding

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 INSTRUCTIONS FOR ONLINE DISCUSSION FORUM ▼

 D2LCase Submission Instructions ▼


 D2L-INSTRUCTIONS QUIZZES ▼


  OPPORTUNITY IDENTIFICATION/SELECTION ▼

  CONCEPT GENERATION ▼

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 Dont_Reengineer_Reimagine ▼

 Trend Analysis ▼

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☆ **Trend Analysis** ▾ 
0 messages - 0 unread

Identify trends in each of the five elements of the business and marketing environment. Next evaluate the impact of the trend as an opportunity or threat. Finally, forward specific products each trend may influence in terms of innovation.

Available before Jun 16, 2014 10:19 AM

bhagat Development MKTG 443-543 New Product Dev and Branding

- Course Home
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- Edit Course

Edit Folder - Assignment 1: Product design alternatives ▾

Properties | **Restrictions** | **Objectives**

Folder Properties

Name*

Originality Checking
 Enable for this folder *How does originality checking work?*

Folder Type
Individual submission folder

Category
 [New Category]

Grade Item
 [New Grade Item]

Out Of

Rubrics

No rubrics selected.
[Create Rubric in New Window]

Default Scoring Rubric

Instructions
 Scan the business environment to identify trends.
Identify opportunity areas of unmet customer needs using survey (questionnaire to be included) analysis.

Generate alternatives for product design.

Attached Files

Attachments

Add a File

Record Audio

Submission Options

> Show Submission Options

Originality Checking Options

Originality Reports

- Generate Originality Reports
- Hide Advanced Originality Checking Options

Display

- Allow submitters to see Originality Reports

Frequency

- Automatic originality checking on all submissions
- Identify individual submissions for originality checking

Check submissions against

- User paper database
- Current and archived internet
- Periodicals, journals, & publications

Index files for originality checking

- Allow other files to be checked against submission

Other Options

Edit Other Options in a new window

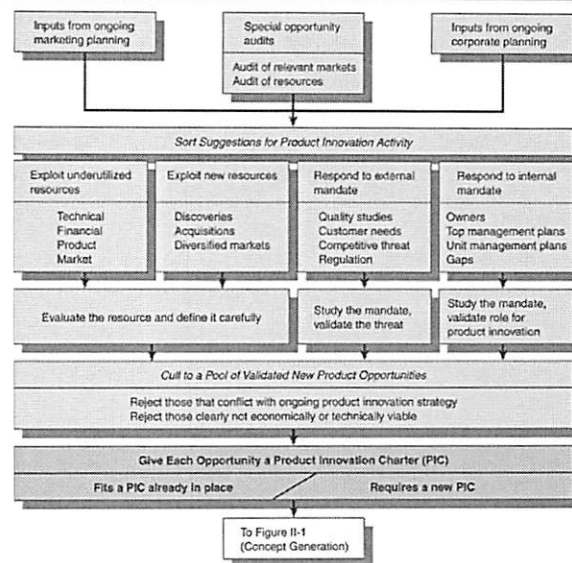
Save and Close

Save and New

Save

Cancel

Opportunity Identification and Selection



Some Hot New Products

- Kawasaki Z1000 – a “naked” sport bike with a minimal plastic body designed to show off the inner workings.
- Trivection ovens – GE’s Profile and Monogram ovens use a combination of thermal, convection, and microwave technology.
- PalmOne Treo 6000 – A handheld PDA with phone, speakerphone, camera, music player, and keyboard.
- Clorox Bleach Pen – A gel pen that lets you put bleach where you want to, such as on mildew between shower tiles.
- Apple’s iTunes Music Store – Allows you to download hundreds of thousands of songs from the Internet to save or play on an Apple iPod.
- P&G’s Mr. Clean Magic Eraser – Melamine scouring pad with an eraser-like function: it wears down with use.
- Toyota Prius – Hybrid car with futuristic styling and 55 MPG gas mileage.

Products of the Future

- Intelligent refrigerators will track food inventories, and will either provide a hard-copy shopping list or send an electronic list to a home-delivery service.
- Intelligent wallpaper will transform a wall to a television, a computer screen, works of art, etc.
- Robotic lawn mowers will tend the grass within any specified boundary.
- "Nanny-cams" hidden in teddy bears permit parents to watch their children at daycare; camera-surveillance systems will keep an eye on latchkey kids home alone.
- Holographic storage will be used to store and retrieve home videos.
- Lasers and decay-preventive gum and toothpastes will minimize the need for the dentist's drill.
- Robots will dispense gasoline, and know your preferred grade.
- "Smart" heart pacemakers will be placed in the wrist.

Source: Marian Salzman and Ira Matathia, "Lifestyles of the Next Millennium: 65 Forecasts," *The Futurist*, July-August 1998.

What Is a New Product?

- ***New-to-the-world (really-new) products (10% of new products):*** Inventions that create a whole new market. Ex.: Polaroid camera, Sony Walkman, Palm Pilot, Rollerblade skates, P&G Febreze and Dryel.
- ***New-to-the-firm products (20%):*** Products that take a firm into a category new to it. Ex.: P&G brand shampoo or coffee, Hallmark gift items, AT&T Universal credit card, Canon laser printer.
- ***Additions to existing product lines (26%):*** Line extensions and flankers in current markets. Ex.: Tide Liquid, Bud Light, Apple's iMac, HP LaserJet 7P.
- ***Improvements and revisions to existing products (26%):*** Current products made better. Ex.: P&G's continuing improvements to Tide detergent, Ivory soap.
- ***Repositionings (7%):*** Products that are retargeted for a new use or application. Ex.: Arm & Hammer baking soda sold as a refrigerator deodorant; aspirin repositioned as a safeguard against heart attacks.
- ***Cost reductions (11%):*** New products that provide the customer similar performance but at a lower cost. May be more of a "new product" in terms of design or production.

Classic Brand Names

- | | |
|--------------------|---------------|
| ■ Budweiser | ■ L.L. Bean |
| ■ Ivory | ■ Ford |
| ■ Coca-Cola | ■ John Deere |
| ■ Maxwell House | ■ Maytag |
| ■ Kodak | ■ JCPenney |
| ■ General Electric | ■ Sears |
| ■ Steinway | ■ Colgate |
| ■ Wrigley | ■ Hershey |
| ■ Kleenex | ■ Gillette |
| ■ Waterford | ■ Ticonderoga |

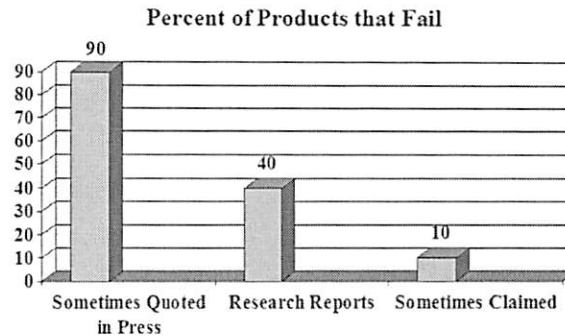
Which of these have the most value today as launch pads for new products?

Breakthrough Innovations that Changed Our Lives

- | | |
|---------------------------|------------------------------|
| ■ Personal Computer | ■ Answering Machine |
| ■ Microwave Oven | ■ Velcro Fastener |
| ■ Photocopier | ■ Touch-Tone Telephone |
| ■ Pocket Calculator | ■ Laser Surgery |
| ■ Fax Machine | ■ Apollo Lunar Spacecraft |
| ■ Birth Control Pill | ■ Computer Disk Drive |
| ■ Home VCR | ■ Organ Transplanting |
| ■ Communication satellite | ■ Fiber-Optic Systems |
| ■ Bar coding | ■ Disposable Diaper |
| ■ Integrated Circuit | ■ MS-DOS |
| ■ Automatic Teller | ■ Magnetic Resonance Imaging |

This list was compiled in the early 1990s. Since then one would certainly have to add the Internet/World Wide Web. Anything else you would add? Which would you delete?

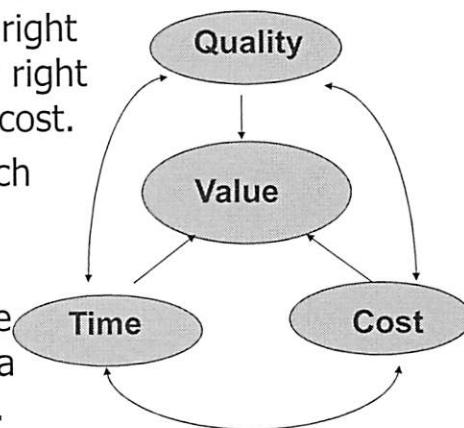
What Is a Successful New Product?



Although you may hear much higher percentages, careful studies supported by research evidence suggest that about 40% of new products fail -- somewhat higher for consumer products, somewhat lower for business-to-business products.

The Conflicting Masters of New Products Management

- Three inputs to the new products process: the right quality product, at the right time, and at the right cost.
- These conflict with each other but may have synergies too.
- Issue: how to optimize these relationships in a new product situation.



SAMPLE SYLLABUS OF RECORD

I. CATALOG DESCRIPTION:

MKTG 443 NEW PRODUCT DESIGN AND BRANDING 3 class hours
0 lab hours
3 credits
(3c-01-3cr)

MKTG 543 NEW PRODUCT DESIGN AND BRANDING 3 class hours
0 lab hours
3 credits
(3c-01-3cr)

Prerequisite:

For MKTG 443: MKTG 320 Principles of Marketing

For MKTG 543: MKTG 603 Marketing Management

Discusses the new product design, development, branding and launch process companies use to bring a new concept to market by satisfying customer's unmet needs. It blends the perspectives of marketing, design, and the process of product creation. A step-by-step process from product planning and concept generation to commercialization and product launch planning will be covered.

II. COURSE OUTCOMES:

Upon completion of the course students will be able to:

MKTG 443 (undergraduate students):

1. Demonstrate an understanding of the key concepts, processes and tools used in product design and planning.
2. Examine the new product creation and innovation process as a means to identifying and satisfying customer's unmet needs.
3. Evaluate and assess markets and consumer segments for devising successful market launch strategies.
4. Understand the brand design and development process for a newly designed product.

MKTG 543 (graduate students):

In addition to the above:

5. Design a virtual or tangible prototype showing the key attributes of the new product.
6. Develop a complete market launch plan for the initial geographical target market.

The primary course outcomes will be achieved through lectures, assigned readings, quizzes, case analysis and a group project. These outcomes will be integrated throughout the course as described in the course outline and evaluation methods provided below.

III. COURSE OUTLINE:

A. Opportunity Identification/Selection (6 hours) (Outcomes 1, 2)

The New Product Process
 Opportunity Identification and Selection
 Preparation and alternatives

QUIZ #1

B. Concept Generation (6 hours) (Outcomes 1, 2)

Problem-based Ideation
 Analytical attribute approaches

CASE #1 Innovation in the Toy Industry

QUIZ #2

C. Concept/Project Evaluation (9 hours) (Outcomes 1, 2, 3, 6)

Concept Evaluation System
 Sales Forecasting and Financial Analysis

CASE #2 Dell Inc.

QUIZ #3

D. Design & Development (9 hours) (Outcomes 1, 2, 3, 5)

Design techniques and approaches
 Product Use Testing
 Market Testing

CASE #3 The MINI

QUIZ # 4

E. Branding and Product Launch (9 hours) (Outcomes 1, 4, 6)

Brand name selection
Brand and Package Design
Strategic Launch Planning

CASE #4 Gillette Mach3

QUIZ # 5

GROUP PRESENTATIONS (3 hours)

FINAL EXAM (According to the IUP final exam schedule) (2 hours)

IV. EVALUATION METHODS:

Your grade will reflect your performance regarding successful completion of assigned case analysis and discussion questions, quizzes, and a group new product management project. The group new product management project will include all the stages of planning a new product design, development and launch. As such, the following tasks are required and described below:

Quizzes:

The questions will be multiple choice type based on textbook content, articles or handouts and class discussions.

Case Discussions:

All students should read each case before it is discussed in class and submit the 1-page (2-page for graduate students) position paper (structured into key issues with recommendations; 1 ½" line spacing, 11-12 point font size, maximum 1" margins) at the time of scheduled discussion to receive credit.

Selected GRADUATE STUDENTS will present each case and facilitate the discussion. The use of visuals such as PowerPoint's or overhead transparencies is required. The visual must be large enough to be read from the back of the classroom.

Group Project:

Student groups should follow these guidelines for the project:

PROJECT EVALUATION GUIDELINES

1. Scan the business environment to identify trends.
2. Identify opportunity areas of unmet customer needs.
3. Generating alternatives using problem-based ideation or other creative thinking techniques.
4. Perform an Initial Screen of ideas based on criteria related to Marketing, Technology, and Design.
5. Full Screen: Use a detailed list of criteria with weights for each to compare the remain alternate product ideas and determine the final Product Concept for further development.
6. Specific the Augmented Product Concept including: Core benefit, Formal product, Augmentation, Functions, Features, Detailed technical specifications, and **Bill of materials needed to make the product.**
7. Prepare and conduct Concept Test using Concept Cards, Diagrams/sketches, cut-outs, **3D**

imaging, dimensions and tech specifications.

[GRADUATE STUDENTS ONLY]

Market Research Techniques: Focus Group Interviews or Key User Interviews

8. **Prototype development [GRADUATE STUDENTS ONLY]**
9. **Establish Market Feasibility and determine branding strategy.**
10. **[GRADUATE STUDENTS ONLY]: *Market Launch Planning***
 - **Branding**
 - Brand extension or new brand – name and design
 - Brand USP and/or slogan
 - **Packaging**
 - Legal and other text
 - Design
 - **Pricing: cost, competitor, consumer factors.**
 - **Distribution**
 - Channel type and intensity;
 - **Launch promotion**
 - Key communication message and target audience specification
 - Launch tools for maximum impact
 - Launch schedule

Class Participation:

This item will be evaluated based on class discussions of articles and readings as well as other in-class assignments. Attendance is required for receiving credit for class participation.

GRADING POLICY IS AS FOLLOWS:

For MKTG 443:

QUIZZES (Five Quizzes) (Five Quizzes / 5% each)	[Objectives 1,2,3,4]	25%
CASE DISCUSSIONS (Four Cases) (Four Cases / 5% each)	_[Objectives 2,3,4]	20%
GROUP PROJECT (One Group Project) (Group Project / 40%)	[Objectives 3, 4]	40%
CLASS PARTICIPATION	[Objective 1]	<u>15%</u>

TOTAL GRADE 100%

For MKTG 543:

QUIZZES (Five Quizzes) (Five Quizzes / 3% each)	15%
CASE DISCUSSIONS (Four Cases) (Four Cases / 5% each)	20%
GROUP PROJECT (One Group Project) (Group Project / 40%)	40%
PROTOTYPE [Objective 5]	5%
MARKET LAUNCH PLAN [Objective 6]	5%
CLASS PARTICIPATION	<u>15%</u>

TOTAL GRADE 100%

V. Grading Scale:

Sample grading scale:

For MKTG443: A \geq 90, B = 80-89, C = 70-79, D = 60-69, and F < 60

For MKTG543: A \geq 90, B = 80-89, C = 70-79, and F < 70.

VI. Attendance Policy

Class participation will be strongly encouraged. Ideas, thoughts, and opinions presented by the student during class discussions will be the primary basis for this grade. Students will reflect on various perspectives and provide critical thinking regarding relevant issues for class discussions.

VII. REQUIRED textbooks, supplemental books, and readings:

TEXT

New Products Management, 10th edition by Merle Crawford and Anthony Di Benedetto; McGraw-Hill/Irwin 2011.

VIII. BIBLIOGRAPHY:

Books

(IUP Library call numbers follow the citation)

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- McCracken, G. (2006). *Flock and flow: Predicting and managing change in a dynamic marketplace*. Bloomington : Indiana University Press. [HF5415.13.M36915 2006]
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Course Analysis Questionnaire

A. Details of the Course

- A1. This course is one of the controlled electives for students in the BS in Marketing Program. This course is not intended to be a Liberal Studies course.
- A2. This course does not require changes in any other course in the department. A program revision of the BS in Marketing will include this course among the controlled electives.
- A3. This course has been offered twice as a special topics course MKTG481 Product Design and Development.
- A4. This course is expected to be offered at the dual level.
- A5. This course is not to be taken for variable credit.
- A6. Similar courses are offered at the following institutions, among others:

University of California, Berkeley, CA [290N (MBA) Managing the New Product Development Process]

University of Minnesota, MN [ENTR 6041-6042 New Product Design and Development]
Massachusetts Institute of Technology, MA [15.828 Design and Marketing New Products]
Rochester Institute of Technology, NY [MPD Excellence in New Product Development]

- A7. No professional society, accrediting authority, law or other external agency recommends or requires the content or skills of this proposed course.

B. Interdisciplinary Implications

- B1. This course will be taught by one instructor.
- B2. The content of this course does not overlap with any other at the University.
- B3. This course is not cross-listed.

C. Implementation

- C1. No new faculty member is required to teach this course. The assigned instructor will adjust his or her schedule to allow for this course. This course will be counted as one preparation and three hours of equated workload.
- C2. Other resources:
 - a. Current space allocations are adequate to offer this course.
 - b. No special equipment is needed for this course.
 - c. No laboratory supplies are necessary for this course.
 - d. Library holdings are adequate.
 - e. No travel funds are needed for this course.
- C3. No grant funds are necessary to provide supplementary materials.
- C4. This course will be offered every other semester.
- C5. One section will be offered at a time.
- C6. Up to 35 students can be accommodated in this class in which students do a considerable amount of research, writing and development.
- C7. No professional society recommends enrollment limits or parameters for this course.
- C8. This course does not involve the use of distance education.

D. Miscellaneous

No additional information is necessary.

Subject: Re: MKTG 443

From: Sharon Aikins <saikins@iup.edu>

Date: 11/15/2013 8:33 AM

To: Parimal Bhagat <bhagat@iup.edu>

CC: Karen Pizarchik <karenpiz@iup.edu>, Gail Sechrist <gailsech@iup.edu>, saikins@iup.edu

Thanks Pari - in that case submitting separate DE proposals will be fine.

Sharon

Sharon Aikins, Administrative Assistant

saikins@iup.edu

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429 South Eleventh Street

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On 11/15/2013 8:19 AM, Parimal Bhagat wrote:

Sharon:

Yes, that is what I am planning. Thank you ... Pari

Parimal S. Bhagat, Ph.D.

Professor of Marketing

Chair, Marketing Department

402A Eberly College of Business and IT

Indiana University of Pennsylvania

Indiana, PA 15705

(724) 357 3315 or (724) 357 3170 (Ms. Kathie McCurdy)

Office hours: TWR 9:30-10:30 am; TR: 1:30-2:30p and by appointment.

"Criticism is something we can avoid easily by saying nothing, doing nothing, and being nothing." - Aristotle

-----Original Message-----

From: Sharon Aikins [<mailto:saikins@iup.edu>]

Sent: Thursday, November 14, 2013 10:48 AM

To: Parimal Bhagat

Subject: Re: MKTG 443

Pari,

Are you only planning to teach only MKTG 443 in the summer without cross listing it with 543?

Thanks,

Sharon

Sharon Aikins, Administrative Assistant
saikins@iup.edu
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On 11/14/2013 8:51 AM, Parimal Bhagat wrote:

Sharon:

Do I need to? I was thinking of waiting to firm up the undergraduate version first. At this time, we may not need to get the graduate version approved - the course is expected to be offered Summer 2014. Please seek clarification from Gail if I am obligated to submit the 500-level proposal as well at this time.

Thank you Pari

Parimal S. Bhagat, Ph.D.
Professor of Marketing
Chair, Marketing Department

402A Eberly College of Business and IT Indiana University of Pennsylvania Indiana, PA 15705
(724) 357 3315 or (724) 357 3170 (Ms. Kathie McCurdy) Office hours: TWR 9:30-10:30 am; TR: 1:30-2:30p and by appointment.
"Criticism is something we can avoid easily by saying nothing, doing nothing, and being nothing." - Aristotle

-----Original Message-----

From: Sharon Aikins [<mailto:saikins@iup.edu>]
Sent: Thursday, November 14, 2013 8:39 AM
To: Parimal Bhagat
Subject: MKTG 443

Hi Pari,

I received your distance ed proposal for MKTG 443. Have you also submitted a distance ed proposal to the UWGCC for MKTG 543?

Thanks,
Sharon

--

Sharon Aikins, Administrative Assistant saikins@iup.edu Liberal Studies (724) 357-5715 Teaching Excellence (724) 357-7800 Women's Studies (724) 357-4753 University-wide Undergraduate Curriculum Committee (724) 357-5715 Fax (724) 357-2281 Stabley Library, Room 103