NEW PRODUCT DEVELOPMENT AND MANAGEMENT
MAR 6833
Module 2, Fall 2016

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Office Hours: Tuesday & Thursday, 1:45pm—3:00pm, or by appointment

COURSE OBJECTIVES AND FORMAT

This course will provide students with a structured way of thinking about the new product development process from a marketing perspective. While there is no guaranteed formula for success, we will discuss and apply up-to-date tools and approaches for developing new products which should be relevant whether you work for a small startup or a large company and whether you sell products or services. The issues discussed in the course often require both qualitative and quantitative analyses (e.g., market research data analysis). Learning in this course will be achieved through a mix of lectures and in-class exercises and analyses of business case studies, as well as a hands-on product development project in which students will implement the tools discussed in this course and others.

COURSE MATERIALS

1. Business Cases: at Target Copy Center
2. Selected Readings: available on https://ares.uflib.ufl.edu/
3. Lecture Notes: posted on course website after class

CLASS CONDUCT

- Students must actively participate in case study and related discussions in class, whether as individuals, designated speakers, or members of project teams. Thus, timely preparation of readings, case analyses and other assignments is required. Come to all classes prepared, awake, and ready to add value.
- Attendance is crucial. Lateness and absences will be duly noted and will negatively impact your grade.
- To facilitate active attention and participation, **all laptops will be closed and cellphones stowed during lectures and discussions.**
- Students' nameplates must be displayed in the slots provided on the desktops.
- Students who miss an assignment for an invalid reason will get a zero for the assignment (https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx). It is the student's responsibility to notify me – in advance, unless absolutely impossible – of an excused

absence and to provide documentation of an acceptable reason. Otherwise, the absence will be considered unexcused.

ASSIGNMENTS & STUDENT TASKS

1. **Readings**

   Students are expected to complete all assigned readings by the scheduled dates.

2. **Case Analysis and Discussion**

   One case study will be discussed in class during the course. The title of the case and class session when it will be discussed are indicated in the schedule. Students are expected to read and analyze the assigned case carefully and be prepared to discuss them on the assigned date. To assist you in your preparation, "assignment questions" are provided. In your preparation of the case, you should <u>confine yourselves to the information provided in the case, as well as the time frame of the case</u>. It is not necessary, or even desirable, to consult outside sources such as the World Wide Web. All cases require that each student be thoroughly prepared in order to maximize learning and her/his contributions to class discussion. **Make sure to bring a hard copy of the case to class.**

3. **Individual Written Assignments**

   Preceding seven of the discussions, you will submit via the course website on e-learning your reports pertaining to cases and other course assignments. **These assignments must be submitted before the corresponding class sessions.** Please note the due dates in the schedule. Print a copy of your report to refer to in the class discussion.
   Note that assignments marked as "individual" in the schedule are to be your independent work. You should not discuss those assignments with other members of your team. Failure to submit any assignment by the due date and time will result in a grade of zero for that assignment. These assignments can be submitted days or even weeks in advance, so if you know you will be traveling or have limited access to the Internet, be sure to submit your assignment in advance.

4. **In-Class Team Assignment**

   Several in-class team assignments occur during the course. These assignments ill be described in more detail during the class sessions in which they are embedded. To receive credit for team assignments you must be present in class and actively participating.

5. **New Product Development Project (to be submitted by teams)**

   Students will work in teams to develop a new product concept in a familiar product category. Each team must focus on a different category. Categories must be submitted to the instructor for final approval. In the event that two or more teams submit the same category,

categories will be assigned to teams on a first-come, first-serve basis. Category selection guidelines will be discussed in class.

The goal of the project is to emulate the product development process and provide various learning opportunities along the way. **The project requires all team members to engage in active field work, observation, user interviews, and multiple prototyping and testing iterations.** The project is comprised of three team assignments:

- Opportunity identification report and presentation, in which teams will apply various design thinking and market research approaches discussed in class to jointly identify unmet customer needs that represent viable new product opportunities.
- Concept testing plan, in which teams will (1) describe at least two new product concepts and (2) develop a plan for effectively testing them.
- Final report and presentation, in which teams will discuss the results of the tests conducted and provide their recommendations.

All assignments must be submitted before the corresponding class sessions. Please note the due dates in the schedule.

6. **Summary Schedule of Assignment Due Dates**

Date	Assignment	Responsibility	Grade Points
October 27	Team + Category Selection Report	Team	Ungraded
November 8	Opportunity Identification Report and Presentation	Team	20
November 10	Failure Résumé Assignment	Individual	5
November 17	Testing Plan Assignment	Team	10
November 22	Design Object Assignment	Individual	2
December 1	Clocky Case Report	Individual	10
December 8	Final Report and Presentation	Team	25
December 13	Final Exam (In Class)	Individual	15
		Subtotal:	90
	Participation (individual)		13
		Grand Total:	**100**

If you earn at least:	You will get:
93%	A
88%	A-
83%	B+
78%	B
73%	B-
65%	C+
60%	C
55%	D+

(Scores below 55 points will result in a D.)

Grades are translated into grade points by the University Registrar according to guidelines posted on http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html.

This course follows general University policy regarding academic honesty and accommodations for students with disabilities. Students requesting classroom accommodation must first register with the Dean of Students Office.
Final Letter grades will be assigned as follows:

Required Readings (available on https://ares.uflib.ufl.edu/)

1. The Myth of Commoditization
2. Imitation is More Valuable than Innovation
3. Learning from Extreme Consumers (in coursepack)
4. Turn Customer Input Into Innovation
5. Spark Innovation Through Empathic Design
6. Blue Ocean Strategy
7. The Innovator's DNA
8. Hypothesis-Driven Entrepreneurship: The Lean Startup (in coursepack)
9. Three Questions You Need to Ask About Your Brand
10. Eager Sellers and Stony Buyers
11. Crossing the Chasm (chapter 1)