

Course Code & No. - Section: MKTG 370
Course Title (Credits): Product Mgt. and Development (3)
Term & Year: Fall / 2014
Course Ref. No. (CRN): 80140

Instructor: Bob Byrne
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Office: 2nd Floor TCES
Office Hours: By appointment

Class Meeting Time: MW 1730 - 1845
Location: PA 207

Prerequisites : MKTG 201
Corequisites : N/A

Course Description

This course focuses on how organizations use their understanding of the customer, and the marketplace To design, modify and eliminate products from their offering. We will learn how the process of product development is managed by organizations. This course is not about engineering or design, but will include an understanding of the key roles different parts of an organization play in successful development and management of products and services.

Student Outcomes

Upon successful completion of this course, a student will be able to:

1. Understand the various steps and processes for developing successful new products as well as managing and enhancing existing products including; idea generation, concept evaluation, product design , test marketing, market segmentation, advertising testing, brand equity and market introduction.
2. Explore and learn about the various roles that the different parts of the organizations play in the development and introduction of successful new products.

Methods of Assessing Student Outcomes:

Student outcomes will be assessed using the following: (for example)

- | | |
|---------------------------------------|-----|
| 1. Case Studies discussions/summaries | 10% |
| 2. Quizzes/tests | 45% |
| 3. Team Projects | 25% |
| 4. Class participation/attendance | 20% |

Instructional Strategies

This class will utilize small group projects and individual work assignments using laptop computers, inquiry learning, case studies, and homework assignments.

Required Texts and Materials

1. *New Products Management*, C. Merle Crawford; C. Anthony Di Benedrto (11th Edition) ISBN 978-0-07-802904-2
2. *Case studies* to be distributed in class
3. Laptop computer (one that meets the published SNC Laptop Requirements)
4. Additional case studies and online websites (beyond ones in textbook) will be used.

Attendance/Participation

Up to 20% of your grade is determined by class attendance and participation. Please ensure you come to class on time. If you are unable to attend a particular class, please notify instructor prior to the class.

Class Requirements

Cell phones and pagers must be turned off or set to 'silent mode.'"

Prim Library Resources

Using the library's resources effectively (not just Internet resources) contributes to developing each of SNC's core themes by exposing students to high quality academic resources, diverse opinions, new ideas, and a future that includes building on a liberal arts education. In this course, you will be expected to utilize the library's resources (either on-site or remotely) as you complete your assignments.

Sanctions for Cheating and/or Plagiarism**The Honor Code**

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences of Violating the Student Honor Code

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

1st Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

2nd Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

3rd Offense: Student is expelled.

Grading Policy

93-100% = A
90-92 = A-

82-89 = B
 80-82 = B-
 72-79 = C
 70-72 = C-
 62 -69 = D
 60-62 = D-

ADA Accommodations

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu, office in Prim Library: PL-304.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

The Sierra Nevada College Mission Statement:

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

The Core Themes:

Liberal Arts	Professional Preparedness
Entrepreneurial Thinking	Sustainability

Class Schedule (Subject to change)

August 18	Course Overview/Goals Syllabus, Introductions/Career overview	
August 20	Marketing, Brand Mgt. and Brand Equity Overview	
August 25	Strategic Elements of Product Development	Chapter 1
August 27	The New Products process	Chapter 2
Sept 3	Case study review and discussions	

Sept 8	Opportunity Identification and selection	Chapter 3
Sept 10	Creativity and the Product Concept	Chapter 4
Sept 15	Finding and Solving Customer Problems	Chapter 5
Sept 17	Exam 1	
Sept 22	Analytical Attribute Approaches- Perceptual Mapping	Chapter 6
Sept 24	Analytical Attributes Approaches- Trade-off Analysis	Chapter 7
Sept 29	Concept Evaluation System	Chapter 8
Oct 1	Concept Testing	Chapter 9
Oct 6	New Product Screening	Chapter 10
Oct 8	Sales Forecasting/Analysis	Chapter 11
Oct 13	Product Protocol	Chapter 12
Oct 15	Exam 2	
Oct 20	Group Project Goals/Ideation	
Oct 22	Group Project/ Discussion/selection	
Oct 27	Development Team Management	Chapter 14
Oct 29	Product Use testing	Chapter 15
Nov 3	Strategic Launch Planning	Chapter 16
Nov 5	Implementing Strategic Plan	Chapter 17
Nov 10	Market Testing	Chapter 18
Nov 12	Brand Equity/Marketing Planning	Powerpoint
Nov 17	Exam 3	
Nov 19	Preliminary Group project outlines/feedback	
Dec 1	Group project presentations	
Dec 3	Group Project presentations	
Dec 10 (6:30- 9:30pm)		

