

THE UNIVERSITY OF TEXAS AT DALLAS

MKT 6329.501: New Product Management

Contact Information

Spring 2013	Dr. Norris Bruce	TA: Yashar Dehdashti
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Course Background and Objectives

The course's primary focus is on the development of new products. It will provide coverage of the various product decisions, critical discussion of the research needed as input to these decisions, and the contributions of management and behavioral sciences to the development process. Topics covered include: new product strategy, market definition and entry strategy, growth and diffusion of new products and technologies, consumer measurement, product positioning, advertising and product testing, pretest market forecasting, and test marketing.

The course will be relevant to students who expect to work directly in brand or product management as well as those interested in general management and consulting.

By the end of this course, you should have some knowledge of:

1. a process for managing new product activity within the firm,
2. how customer needs are measured and translated into product concepts,
3. strategies for testing and improving new products, and
4. organizational issues that can affect the pace and success of new product development.

These objectives will be achieved through a combination of assigned readings, lectures, case discussions, and a group term project.

Prerequisites: The satisfactory completion of MKT6301 is a fundamental prerequisite for this course. While MKT6309 (marketing research) is not a prerequisite, it provides essential material for those with career interests in new product management.

Text and Course Materials

Urban and Hauser (U&H), *Design and Marketing of New Products*, Prentice-Hall, 1993

Harvard Cases: Case Packets for MKT6329

Grading and Course Requirements

A) Case Briefs (30%)

Case write-ups: These will be type-written answers to specific case preparation questions shown below. Your report should be no more than 3 pages of text. Exhibits are not included in the page limit, but should be used sparingly.

B) Homework Assignments (15%)

Questions covering materials covered in assigned readings and class: Conjoint and Launch Tracking Exercises

C) Class Participation (15%)

Participation and discussion are imperative to foster a collaborative learning environment. Without participation, the learning experience is significantly compromised. In addition, participation also enables you to develop the skills needed to present and defend your ideas as well as to see contrasting points of views. Class participation grades will account for quality and quantity, as well as a student's ability to move the analysis and understanding forward.

D) Group Term Project (40%)

A key feature of the course is a group (self-selected teams) project requiring the development of a product concept that serves a current unmet consumer need. The focus will be on development and refinement of the new product concept. The course provides generic background for identifying, understanding and responding to customer needs; you have the opportunity to tailor the course to your interest by your chosen product. Thus, the course can be a consumer product, industrial product, service or even non-profit course depending upon the project. *Project details to follow.*

Project Focus: Identify a potentially successful new product/service for a clearly defined target audience. The product concept you propose should be validated.

The **Final Report** (approximately 12 pages single spaced, excluding Appendices and references) should include:

Executive Summary

Strategic Business Objective

Opportunity Identification (Market Definition)

- Market Segmentation, buyer preferences, suppliers
- Growth Potential, Market Size, Life Cycle
- Competitive products/solutions

Product Design:

- Customer Needs Evaluation
- Product Positioning
- Segmentation and Targeting
- Product Concept
- Sales forecasting, Marketing Mix

Appendices

References

MKT6329.501 Course Schedule

	Date	Activity	Preparation
1	Jan. 16	Introduction to the Course New Product Development Process	
2	Jan. 23	Market Definition Case: Mary Kay Cosmetics	Ch. 4 U&H - p95-115. Market Segmentation, Target Selection and Positioning: Course-Pack, p37-41 Case: Mary Kay Cosmetics
3	Jan. 30	Entry Strategies Case: <i>Optical Distortion (A)</i> (<i>Hand in 3-page report</i>)	Ch. 4 U&H-pp78-90 Case: Optical Distortion (A)
4	Feb. 6	Preference Evaluation Case: Clark Material Handling Group-Overseas: Brazilian Product Strategy (A)	Ch. 10 in U&H Case: Clark Material Handling Group-Overseas: Brazilian Product Strategy (A)
5	Feb.13	Target Market Selection and Positioning Project Meeting Case: Clean Edge Razor (<i>Hand in 3-page report</i>)	Chapters 11 U&H Case: Clean Edge Razor
6	Feb. 20	Pretest Market Forecasting Case: Johnson Wax (A) Case: Clark (B)	Ch. 15,16 in U&H Case: Johnson Wax (A) Case: Clark Material Handling Group-Overseas: Brazilian Product Strategy (B)
7	Feb. 27	Test Marketing Case: Yoplait Custard-Style Yogurt (A)	Ch. 17 in U&H -pp494-506 Case: Yoplait Custard-Style Yogurt
8	Mar. 6	Launch Planning Case: KONE: The Mono-Space Launch in Germany. Project Meeting HW1 Due	Ch. 18 U&H -pp530-546 Case: KONE: The Mono-Space Launch in Germany
		Spring Beak - March 10-16 th	
9	Mar. 20	Project Concept Demo	
10	Mar. 27	Organizational Issues (I) Case: <i>Greeley Hard Copy: Portable Scanner Initiative (A)</i> (<i>Hand in 3-page report</i>) Project Meeting	Ch. 20 U&H Case: Greeley Hard Copy: Portable Scanner Initiative (A)
11	Apr. 3	Organizational Issues (II) Case: <i>Lucent Technologies Optical Networking Group</i> (<i>Hand in 3-page report</i>)	Ch. 20 U&H Case: Lucent Technologies Optical Networking Group
12	Apr. 10	Life Cycles; Marketing Mix Case: Gateway: Moving Beyond the Box Project Meeting HW2 Due	Ch. 19 U&H -pp558-569 Case: Gateway: Moving Beyond the Box
13	Apr. 17	Life Cycles; Marketing Mix Case: <i>The Brita Products Co.</i> (<i>Hand in 3-page report</i>)	Ch. 19 U&H -pp558-569 Case: The Brita Products Co.
14	Apr. 24	Group Project Presentations	
15	May 1	Group Project Presentations Final Report and Peer Evaluations Due	
		Grades Available online: May 14-16th	

Supplemental Readings and Texts:

I have compiled a list of sources for students who want more breadth, or those who are considering a career in Product Management:

1. Robert J. Dolan, *Managing the New Product Development Process*, Addison-Wesley.
2. Edgar A. Pessemier, *Product Management*, WHey/Hamilton.
3. Robert Rothberg, *Corporate Strategy and Product Innovation*, Free Press, 2nd edition.
4. Yoram J. Wind, *Product Policy*, Addison-Wesley.
5. Robert G. Cooper, *Winning at New Products*, Addison-Wesley.
6. Thomas D. Kuezmarski, *Managing New Products*, Prentice-Hall, 2nd edition.
7. Clarke, *Marketing Analysis and Decision Making*, Boyd and Frazer Publishing Company.