Course: New Product Marketing, MKT 535.01
Semester: Spring 2014
Instructor: Robert E. Ettl
Instructor contact information: E-mail, Robert.ettl@stonybrook.edu
(631) 632-1696, Office Hours: Harriman Hall Rm. 314B, Monday & Wednesday 12:00 – 2:00
Meeting Time: Monday & Wednesday 4:00 – 5:20
Location: Harriman Hall, Room 108

COURSE DESCRIPTION:

This course is intended to provide an understanding of marketing principles as they apply to the management of developing new products/services for both industrial and consumer markets. A unique feature of this course is that it will be integrated with the concepts of marketing research to show how the two activities compliment each other in the new product development process. This will allow the students to appreciate and learn how the two disciplines work together.

The new product/service development process is an important strategic plan in today’s extremely competitive marketplace since it enables a business organization to satisfy a customer’s needs through a coordinated set of activities that also allows the organization to achieve its goals. Ethical profitability through customer satisfaction is the major objective of the marketing concept as it applies to new products/services.

This course will be conducted by class lectures and assignments that will emphasize how the material relates to real world business issues. Students will be required to demonstrate their understanding of the readings and class discussions with their own personal analysis of how this information relates to the specific development process of new products/services that they select for the semester.

TEXT: There is no required text. The instructor will provide readings, cases and assignments.
STUDENT LEARNING OUTCOMES:

Innovative Business practices:

1. determine how major socio-economic trends will have a strong impact on developing new products/service
2. appreciate the importance of product/service development in the rapidly growing global marketplace
3. demonstrate knowledge of the key elements that make up the new product/service development plan

Analytical decision making:

1. define the marketing concept and the principles of developing a marketing plan for new products/services
2. understand and know how to use the marketing research tools required to support the development process

Leadership and team interaction:

1. participate in a team environment with the objective of developing a new product/service process presentation for a new R&D VP

Ethical corporate decision making:

1. understand the significance of ethical behavior in the new product/service development process

Managerial communication skills:

1. students will present a power point presentation describing the new product development process for a company they select
2. students are required to submit a professionally written analysis of a new product development situation found in the contemporary environment (5 per semester)
3. position the new product development presentation as an element of their professional portfolio when searching for a job
**CLASSROOM PHILOSOPHY:**

It is my intent to totally involve the students in the learning process and let them discover the impact of new product/service developmental practices on domestic and global operations. Student participation in classroom discussions will be paramount in all my activities. Only by open and honest dialog and sharing of ideas can we learn to respect and appreciate each other’s views.

All content discussed in class will be applicable to real life business situations.

The lectures are the core upon which the course material is built. It is my option how to edit the material to best meet the needs of the students and the course objectives. Sources of information used include professional experience, trade journals, business consultant reports, text books, government publications etc.

**STUDENT GRADES:**

The grades will be determined in the following manner:

- Test # 1……………………………………20 points
- Test # 2……………………………………20 points
- Test # 3……………………………………20 points
- Bi-Weekly assignments……………………10 points
- Attendance………………………………5 points
- New product development process pres….20 points
- Peer evaluations…………………………5

**TOTAL……………………………………100 points**
All students will be responsible for submitting class assignments when they are due. **Late or incomplete assignments will not be accepted.** Assignments will be typed and evaluated on content, format and the proper use of spelling, punctuation and grammar.

Every other Monday students are required to submit 1-2 page analysis of a product/service development issue found in the external environment that demonstrates the principles discussed in class. The first written assignment is due on 2/3. Subsequent assignments can be found in the class schedule. Please date your papers with the date it is due.

The class will be broken down into teams for the purpose of presenting a new product development process to a new R&D VP.

**GRADE DISTRIBUTION IS AS follows:**

- A.....96-100
- A-....92-95
- B+...88-91
- B.....84-87
- B-....80-83
- C+...76-79
- C.....70-75
- C-....60-69
- F.....Below 60

The instructor is available for extra help throughout the semester. Please take advantage of this opportunity as early and frequently as necessary. **THERE WILL BE NO ASSIGNMENTS FOR EXTRA CREDIT.**

**ATTENDANCE AND LATENESS:**

Students are expected to attend class and be on time. Attendance will be taken at the beginning of each class. Since this is a graduate course with team responsibilities you are allowed two absences. Two late arrivals will equal one absence. **IT IS YOUR RESPONSIBILITY TO INSURE YOUR ATTENDANCE IS RECORDED PROPERLY IF YOU ARRIVE LATE FOR CLASS.**

**ACADEMIC INTEGRITY:**
Each student must pursue his or her academic goals honestly and be personally accountable for all submitted work. Representing another person's work as your own is always wrong. Faculty is required to report any suspected instances of academic dishonesty to the Academic Judiciary. For more comprehensive information on academic integrity, including categories of academic dishonesty please refer to the academic judiciary website at http://www.stonybrook.edu/uaa/academicjudiciary/

**ACADEMIC DISHONESTY:**

The College of Business regards any act of academic dishonesty as a major violation punishable by severe penalties, including dismissal from the University. University policy requires that instructors and GAs and TAs report all suspected cases of academic dishonesty to the appropriate Academic Judiciary Committee, which is empowered to take strong action against violators. Under no circumstances will the College of Business permit cheating of any kind. Many activities constitute academic dishonesty. The following list is not inclusive, only suggestive:

- Cheating on exams or assignments by the use of books, electronic devices, notes, or other aids when these are not permitted, or by copying from another student.
- Collusion: two or more students helping one another on an exam or assignment when it is not permitted.
- Ringers: taking an exam for someone else, or permitting someone else to take one's exam. Submitting the same paper in more than one course without permission of the instructors.
- Plagiarizing: copying someone else's writing or paraphrasing it too closely, even if it constitutes only some of your written assignment.
- Submitting the same paper in more than one course without approval of the instructors.
- Falsifying documents or records related to credit, grades, status (e.g., adds and drops, P/NC grading), or other academic matters.
- Altering an exam or paper after it has been graded in order to request a grade change.
- Stealing, concealing, destroying, or inappropriately modifying classroom or other instructional material, such as posted exams, library materials, laboratory supplies, or computer programs.
- Preventing relevant material from being subjected to academic evaluation.

**AMERICANS WITH DISABILITIES ACT:**

If you have a physical, psychological, medical, or learning disability that may impact your course work, please contact Disability Support Services at (631) 632-6748. They will determine with you what accommodations are necessary and appropriate. All information and documentation is confidential.
Students who require assistance during emergency evacuation are encouraged to discuss their needs with their professors and Disability Support Services. For procedures and information go to the following website: http://www.sunysb.edu/ehs/fire/disabilities.shtml

**CRITICAL INCIDENT MANAGEMENT:**

Stony Brook University expects students to respect the rights, privileges, and property of other people. Faculty are required to report to the Office of University Community Standards any disruptive behavior that interrupts their ability to teach, compromises the safety of the learning environment, or inhibits students' ability to learn. Faculty in the HSC Schools and the School of Medicine are required to follow their school-specific procedures. Further information about most academic matters can be found in the Undergraduate Bulletin, the Undergraduate Class Schedule, and the Faculty-Employee Handbook.

**BLACKBOARD:**

You can access class information on-line at: [http://blackboard.sunysb.edu](http://blackboard.sunysb.edu). If you have used Stony Brook's Blackboard system previously, your login information (Username and Password) has not changed. If you have never used Stony Brook's Blackboard system, your initial password is your SOLAR ID# and your username is the same as your Stony Brook (sparky) username, which is generally your first initial and the first 7 letters of your last name.

If you are having trouble logging into Blackboard, you will need to log into SOLAR to verify your Net ID username & set your Net ID Security Question and Password. For more information, visit: [http://clientsupport.stonybrook.edu/](http://clientsupport.stonybrook.edu/)

If you are a student and continue to have a problem logging into Blackboard, you will need to bring photo ID to either the Melville Library SINC Site Room S1460 or the Union SINC Site Room 080 and speak to a Blackboard Administrator from Saturday - Friday from 9 am - 5 pm.
CLASS SCHEDULE:

1/27 & 1/29  Introduction to the course, the five step new product development process. (NPD)

2/3 & 2/5  First step, Opportunity identification/selection and strategic management. 1st assignment is due on 2/3.

2/10 & 2/12  Human Resources preparation to assist with new product development.

2/17 & 2/  Marketing research as part of the NPD process. The 2nd assignment is due on 2/17. Test # 1

2/24 & 2/26  Second step, Concept generation.

3/3 & 3/5  Third step, Concept evaluation and 3rd assignment is due on 3/3

3/10 & 3/12  Sales forecasting and product protocol. Test # 2

3/17 & 3/19  SPRING BREAK

3/24 & 3/26  Fourth step, Product development and prototypes. The 4th assignment is due on 3/24

3/31 & 4/2  Product use testing and development teams

4/7 & 4/9  Fifth step, Launch plan and implementation and 5th assignment is due on 4/7.

4/14 & 4/16  Market test.

4/21 & 4/23  Team presentations
4/28 & 4/30   Team presentations  Test # 3
5/5 & 5/7   Team presentations

Test dates are tentative depending on the pace of the class as we cover the material.