

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



COURSE OUTLINE

BSAD 425 – NEW PRODUCT MARKETING

Prepared by: Nicholas Kocher

**SCHOOL OF BUSINESS AND LIBERAL ARTS
BUSINESS DEPARTMENT
APRIL 2015**

- A. **TITLE:** New Product Marketing
- B. **COURSE NUMBER:** BSAD 425
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED:** Fall
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 2 hours lecture and 2 hours recitation per week
- H. **CATALOGUE DESCRIPTION:** This course requires students to integrate concepts from previous marketing courses and develop a comprehensive marketing strategy. Through market analysis students identify market opportunities for new product development and formulate an effective marketing strategy to move their product from concept to launch. The course culminates with a marketing strategy competition where each group is evaluated based on the content of their final report, project presentation, and feasibility of their marketing strategy. Students work on their project in groups modeled after a consulting group.
- I. **PRE-REQUISITES/CO-REQUISITES:**
 a. Pre-requisites: BSAD 322 Advertising and Promotion or BSAD 325 Consumer Behavior, and 60 credits earned; or permission of instructor.
 b. Co-requisites: none
- J. **GOALS (STUDENT LEARNING OUTCOMES):**

By the end of this course, the student will:

| <i>Course Objective</i> | <i>Institutional SLO</i> |
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| a. Examine the processes involved in launching a product. | 2. Crit. Thinking |
| b. Formulate a marketing strategy for the launch of a product. | 1. Communication 2. Crit. Thinking 3. Prof. Competence |
| c. Support and defend marketing strategy selection using primary research and contemporary marketing literature. | 1. Communication 2. Crit. Thinking |
| d. Present and justify strategy decisions and research findings in a cohesive group presentation. | 1. Communication 2. Crit. Thinking 3. Prof. Competence |

- K. **TEXTS:** Crawford, C. Merle, & Di Benedetto, C. Anthony. (2014). *New Products Management* (11th ed.). New York: McGraw-Hill Irwin.
- L. **REFERENCES:** none
- M. **EQUIPMENT:** Technology Enhanced Classroom and Laptop Cart

- N. **GRADING METHOD:** A-F
- O. **MEASUREMENT CRITERIA/METHODS:** Assignments, Quizzes, Exams, Project Reports/Presentations, and Participation.
- P. **DETAILED TOPICAL OUTLINE:**

LECTURE OUTLINE

PART I. Course Introduction and Review of the Marketing Plan

- A. Course Introduction
 - 1. Course Road Map
 - 2. Expectations
 - 3. Resources
 - 4. Group Formation
 - 5. Final Report and Project Presentation Overview
- B. New Product Development Case Studies from Contemporary Marketing Literature
- C. The Marketing Plan
 - 1. Introduction
 - 2. Market Analysis
 - 3. Target Market
 - 4. Marketing Strategy
 - 5. Strategy Implementation
 - 6. Budget and Forecasting
 - 7. Evaluation of Results

PART II. Market Analysis and Opportunity Selection

- A. Market Analysis
 - 1. Available Products
 - 2. Gap Analysis
 - 3. Target Market
 - 4. Competition
 - 5. Surveys and Interviews
- B. New Product Process
- C. Opportunity Selection
 - 1. Elements of Product Development Strategy
 - 2. New Product Development Process
 - 3. Product Innovation
 - 4. Strategic Fit

PART III. Product Concept Development

- A. Creativity Management

1. Talent Selection
 2. Managing and Encouraging Creativity
- B. Identifying Market Needs
1. Identifying Customer Problems
 2. Incorporating Solutions to Customer Problems
 3. Concept Generation Techniques
- C. Market Analytics
1. Consumer Decision Making Process
 2. Quantitative Analysis
 3. Qualitative Analysis

PART IV. Evaluating and Forecasting of the Product Concept

- A. Concept Evaluation and Testing
1. Planning and Evaluation Systems
 2. Concept Testing
 3. Using Market Research to Support Concept Testing
- B. Financial Analysis and Sales Forecasting
1. Sales Forecasting for New Products
 2. Forecasting Models
 3. Advantages and Disadvantages of Sales Forecasting

PART V. Product Development

- A. Design as a Component of New Product Development
1. Prototyping
 2. Design Technology
 3. Involving the Consumer in the Design Process
- B. Product Testing
1. Benefits
 2. Challenges
 3. Implementation

PART VI. Product Launch

- A. Product Launch Strategy
1. Positioning
 2. Target Market
 3. Brand Management
 4. Creating and Conveying Value
- B. Launch Execution and Management
1. Marketing Communications
 2. Sales and Distribution
 3. Test Marketing
 4. Measuring Launch Success
 5. Dealing with Product Failures

PROJECT OUTLINE

- PART I. Establish Project Groups
- PART II. Project Proposal with Timeline
- PART III. Weekly Progress Reports
- PART IV. Draft Project Report
- PART V. Final Project Report
- PART VI. Draft Presentation Materials
- PART VII. Final Presentation and Strategy Competition