MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
BSAD 425 – New Product Marketing

CIP Code: 52.1499
For assistance determining CIP Code, please refer to this webpage
or reach out to Sarah Todd at todds@canton.edu

Created by: Nicholas Kocher
Updated by: Nicholas Kocher

School of Business and Liberal Arts

Department: Business

Semester/Year: Fall 2023
A. TITLE: New Product Marketing

B. COURSE NUMBER: BSAD 425

C. CREDIT HOURS: (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

- # Credit Hours: 3
- # Lecture Hours: 2 per week
- # Lab Hours: per week
- Other: 2 hours recitation per week

Course Length: 15 Weeks

D. WRITING INTENSIVE COURSE: Yes ☐ No ☒

E. GER CATEGORY: None: ☒ Yes: GER
   If course satisfies more than one: GER

F. SEMESTER(S) OFFERED: Fall ☐ Spring ☒ Fall & Spring ☐

G. COURSE 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.

H. PRE-REQUISITES: None ☐ Yes ☒ If yes, list below:

Pre-requisites: BSAD 322 Advertising and Promotion or BSAD 325 Consumer Behavior, and 60 credits earned; or permission of instructor.

CO-REQUISITES: None ☒ Yes ☐ If yes, list below:

I. STUDENT LEARNING OUTCOMES: (see key below)

By the end of this course, the student will be able to:

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcome [PSLO]</th>
<th>GER (if Applicable)</th>
<th>ISLO &amp; SUBSETS</th>
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<tbody>
<tr>
<td>ISLO #</td>
<td>KEY</td>
<td>Institutional Student Learning Outcomes [ISLO 1 – 5]</td>
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<tr>
<td>1</td>
<td>Communication Skills</td>
<td>Oral [O], Written [W]</td>
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<tr>
<td>2</td>
<td>Critical Thinking</td>
<td>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</td>
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<tr>
<td>3</td>
<td>Foundational Skills</td>
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- **a.** Examine the processes involved in launching a product.
  - 2-Crit Think ISLO ISLO
  - IA None Subsets Subsets

- **b.** Formulate a marketing strategy for the launch of a product.
  - 1-Comm Skills 5-Ind, Prof, Disc, Know Skills ISLO
  - W None Subsets Subsets

- **c.** Support and defend marketing strategy selection using primary research and contemporary marketing literature.
  - 2-Crit Think ISLO ISLO
  - IA Subsets Subsets Subsets

- **d.** Present and justify strategy decisions and research findings in a cohesive group presentation.
  - 1-Comm Skills 5-Ind, Prof, Disc, Know Skills ISLO
  - O Subsets Subsets Subsets
*Include program objectives if applicable. Please consult with Program Coordinator

J. **APPLIED LEARNING COMPONENT:**

   Yes ☒  No ☐

   If YES, select one or more of the following categories:

   ☒ Classroom/Lab  ☐ Civic Engagement
   ☐ Internship  ☐ Creative Works/Senior Project
   ☐ Clinical Placement  ☐ Research
   ☐ Practicum  ☒ Entrepreneurship
   ☐ Service Learning  (program, class, project)
   ☐ Community Service

K. **TEXTS:**


L. **REFERENCES:**

   None

M. **EQUIPMENT:** None ☐  Needed: Technology Enhanced Classroom

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

   Assignments, Quizzes, Exams, Project Reports/Presentations, and Participation.

P. **DETAILED COURSE 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. **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. 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

Q. LABORATORY OUTLINE: None ☒ Yes ☐