Marketing  
COURSE NUMBER: 22:630:602  
COURSE TITLE: Product Innovation  

COURSE DESCRIPTION

The purpose of this course is to provide you with an understanding and practical knowledge of Product Innovation from a classical Product Management perspective. No matter what your major or future career path, you should be able to apply much of what you learn in this class. The class format is primarily lecture. However, I HEAVILY ENCOURAGE CLASS DISCUSSION (No one should have to listen to me for 3 hours and I really do not want to talk all that time).

Learning is an interactive process and as consumers (and students) each of you should provide insight and examples drawn from your own experiences.

COURSE MATERIALS

Text:  
Required:  The Product Manager’s Desk Reference by Steven Haines ISBN: 9780-07-159134-8  
Second Edition


CLASS ORGANIZATION & ADMINISTRATION

Please raise your hand before speaking and wait to be called upon- and please be courteous to others, as you would like them to be to you. I will do my best to include all relevant questions and comments as part of our discussion. I may ask you to hold a thought if I feel it will better fit in elsewhere or will be answered soon- but do ask questions. Your participation is an important component in your grade. Note: Side conversations are rude and not appreciated.

I want you to do well in this class. However, you have to put forth the effort. To improve the quality of class discussions and your comprehension of the material you must read the assigned chapters (and other material) prior to class. This is a requirement and your responsibility (and you will get much more out of class if you do this in advance). I come to class prepared and I expect you to do the same.

Instructor’s Expectations of Students: I expect you to be committed to learning about Product Innovation and fulfilling course obligations. In fact in this class we are all marketers and I will be asking you questions as though you are the marketing manager so be prepared to think as a marketer.
I want you to leave this course equipped with knowledge that you can utilize in the future. Your commitment in this class is apparent to me in the following ways:

1) Come to class prepared (completed assigned readings, review notes)
2) Attend class regularly, on time, and stay for the entire class period
3) Be aware of any changes and updates made to the syllabus and/or assignments
4) Actively participate in class (ask questions, contribute to the class discussion, pay attention)
5) Ask me questions when you are unclear about a topic or want to explore an area in more detail
6) Have integrity! (Do not plagiarize your assignments or cheat on quizzes and/or tests! - at Rutgers this is cause for failure – nuff said!!)

Students’ Expectations of the Instructor: Just as I have expectations for you, I want you to know that I am also committed to your education.

1) The class will be informed and updated on the direction of the course
2) Be prepared for class, beginning and ending on time
3) Return assignments/tests back to you in a timely fashion
4) Facilitate open discussions and encourage questions
5) Be available to you when you have problems, questions, and suggestions

Attendance: Regular attendance is both expected and considered necessary for adequate completion of the course. Attendance will be taken each class.

Participation: Part of your responsibility as a student is to ask questions or make (constructive) comments during class. Class participation is not the same as class attendance and as such regular attendance alone will not guarantee you a good participation grade. It is extremely important that you come to class fully prepared to participate and contribute to discussions. Participating in class makes the class more enjoyable not only for you, but also for the other students in the class so SPEAK UP!

Remember to bring your name sign to every class so I can easily identify you and get to know you (with large classes this is difficult but I do try so please assist me by bringing those signs).

If you do not participate in class you will receive a 0 for this class component. I do reserve the right to increase attendance and participation beyond the 20% allocated in the case of “very” borderline grades.

Classroom Conduct. All cell phones/beepers need to be turned off when you enter the classroom. NO EXCEPTIONS! Furthermore, sleeping, reading material (other than your textbook), text messaging, tweeting, surfing the net, checking Facebook or other social media, and playing games, etc. during class are also disruptive to classroom learning and ARE UNACCEPTABLE- YOU WILL BE ASKED TO LEAVE AND WILL RECEIVE AN ABSENCE FOR THE CLASS AND LOSS OF CREDIT FOR THE DAY If checking social media or surfing the net is what you want to do leave my class and do that elsewhere. In this class laptops and tablets may be used for note taking only (if I note other uses I will ask you to leave the class for that night).

Consider this your personal warning and know I am very serious about this point. Multiple times recently students were “asked” to leave class and were noted in my records for using their phones or laptops inappropriately during class. I will ask you to leave and will expect you to do so quietly and without discussion. If you break this rule expect for your final grade to be
negatively impacted! If you break it twice expect to receive a non-passing grade. Yes, I am that serious, so ask yourself if checking that Facebook update is really worth it!

Additionally, though this has never yet happened if I deem your classroom behavior to be overly disruptive I will ask you to leave the classroom. If this occurs, you will receive an unexcused absence for that day. Excessive talking/disruptive behavior is not only VERY disrespectful to me, but also to your fellow classmates. Your participation grade can be dramatically impacted by your classroom conduct.

**Term Project.** There will be a major project required for this course which will be done in teams (assigned by the professor). This is described in a separate handout.

You must turn in your project assignment during the class period and date noted in the course schedule or as assigned during class. I will not accept late work.

1. You can only submit typed work
2. Use 12, times new roman font
3. Double space your work
4. Use complete sentences and paragraphs
5. You need to use correct spelling (that’s what spell check is for- but spell check is not perfect- so be sure to read what you’ve written as well) and grammar!
6. Use correct citation (APA or MLA form). This includes electronic sources.
7. Staple your work
8. Use one inch margins on all sides

**Broad topics covered will include:**

**Product Management Basics:** Master planning, Leadership and Influence, Cross functional teams; Why they matter, how they work (commitment, conflict) and who should participate/ lead, Decision Making, Basic Finance.

**Planning:** Environmental analysis, opportunity identification, analytical approaches to concept generation (disruptive technologies), Open innovation (the antidote to NIH – not invented here syndrome), concept analysis and evaluation (feasibility – in house resources/cross company collaboration, strategic alignment, deciding what not to do), value propositions, market research, positioning, concept testing, business case analysis, forecasting, product protocol/requirements, design, supply chain.

**Implementation:** Development, product use testing, strategic launch, market testing

**Other Key Issues:** Working with an advisory team, funding, killing projects and speed.

In addition to the books listed above we will utilize outside articles, cases and speaker(s) introducing updates, challenges and questions for us to consider. The best way to be ready to implement the theories discussed is to discuss and practice. This is a very hands on class – you will work in groups to develop a new product request and plans to develop a new, innovative product.

The objectives of this course are to enable students to:
• Understand the problems and risks associated with product innovation.
• Be familiar with the organizational problems associated with championing, project teams, quality management, working with supply chain partners, fast development cycle times and other issues necessary to new product strategy.
• Examine the roles and impacts of the marketing and supply chain functions on the various stages of a product innovation.
• Begin developing the skills needed to understand, recognize, analyze and manage the emergence of innovative product opportunities within the highly competitive business environment.

I am also certified to teach Language Arts and Social Studies to secondary school students. At their level some grammar and spelling errors are bound to occur. At the MBA level these are unacceptable. Your work reflects the care you put into it.

Your final exam will be cumulative. Do not wait until the night before the test to study! Start EARLY and study hard. If you are not in class on the day the mid-term is given you will receive a grade of 0 on that test unless you have advised me in advance- if you are ill contact me via cell phone. If you know you will be “out of town” on the date of the mid-term or final advise me in advance and we’ll arrange an alternative method for you to take that exam. Taking each exam is your responsibility and a requirement of this course.

### FINAL GRADE ASSIGNMENT

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Mid-Term</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>30%</td>
</tr>
<tr>
<td>Project/ Presentation</td>
<td>30%</td>
</tr>
<tr>
<td>Attendance &amp; Class Participation</td>
<td>20%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
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**Grading Scale:**

- **A 95.0 - 100**
- **B+ 87.0 - 89.99**
- **B 83.0 - 86.99**
- **B- 80.0 - 82.99**
- **C+ 77.0 - 79.99**
- **C 73.0 - 76.99**
- **C- 70.0 - 72.99**
- **D 60.00 – 69.99**
- **A- 90.0-94.99**
- **F 59.99 or below**

Tests: We will have two tests during the term (a mid-term and a final). Tests will cover assigned reading, lectures, videos, exercises, class discussion and will include material from all topics covered up until the class session just before the test. If I do not cover material in the class lecture that is included in your text, you are still responsible for it! The format of the test may include multiple choice, fill in the blank, and some short answer questions (but don’t count on it). IN GENERAL I PREFER ESSAY AND THAT IS WHAT YOU SHOULD PLAN ON- ESSAY MEANS YOU WILL NEED TO THINK AND COMMUNICATE BACK TO ME- THE WORLD IS NOT REALLY MULTIPLE CHOICE OR TRUE/FALSE. When you leave Rutgers communication of your ideas, thoughts and opinions will be how you will be evaluated, so let’s start that process now.
### Marketing (22:630:602)

**COURSE SCHEDULE**

<table>
<thead>
<tr>
<th>Class</th>
<th>W/O Date (Monday)</th>
<th>Topic</th>
<th>Assignments / PreReading</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/19</td>
<td>Intro/Product Management</td>
<td>Cps 1 &amp; 2</td>
<td></td>
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<tr>
<td>2</td>
<td>1/26</td>
<td>Leadership/Cross Functional Teams</td>
<td>Cps 3 &amp; 4</td>
<td>Term Project Presented</td>
</tr>
<tr>
<td>3</td>
<td>2/2</td>
<td>Decision Making/Finance</td>
<td>Cps 5 &amp; 6</td>
<td>Term Project Teams formed</td>
</tr>
<tr>
<td>4</td>
<td>2/9</td>
<td>Industry &amp; Competition</td>
<td>Cps 7</td>
<td>Project Companies submitted</td>
</tr>
<tr>
<td>5</td>
<td>2/16</td>
<td>Customer Needs &amp; Forecasting</td>
<td>Cps 8 &amp; 9</td>
<td>Project Companies confirmed: begin background analysis of chosen companies (2 weeks)</td>
</tr>
<tr>
<td>6</td>
<td>2/23</td>
<td>Strategic Product Planning</td>
<td>Cp 10</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>3/2</td>
<td>Guest Speaker</td>
<td>The Innovation Process discussion</td>
<td>Project Concepts due John Hack: SAP Product Manager</td>
</tr>
<tr>
<td>8</td>
<td>3/9</td>
<td><strong>Mid Term</strong></td>
<td></td>
<td>Product Concepts Returned</td>
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<tr>
<td></td>
<td>3/16</td>
<td><strong>Spring Break</strong>- Go out and have some fun!!</td>
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<tr>
<td>9</td>
<td>3/23</td>
<td>Feasibility &amp; the concept phase: Feasibility, Defining the Product</td>
<td>Mod 3 intro &amp; Cp 11, 12 &amp; 13</td>
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</table>
The Business Case & The Marketing Plan (note: this should be a review section of material learned in Marketing For Decision Making): Product Development Oversight and Orchestrating the Launch

Cps 14 & 15  Cps 16 & 17

In Class Case Competition

Warner-Lambert New Product/Product Innovation Case

Catch-up, Review (bring your questions)

In Class project finalization time

Projects Due- In Class: Oral Presentations, Written reports due

Mandatory Attendance

Final Exam

Mandatory Attendance

Note: This syllabus is tentative and may be altered/revised by the instructor during the term.

One final note- we meet for 3 hours on Tuesday or Wednesday evenings and that is a long time. You are welcomed to bring drinks and/or snacks to class (I will). Just please be as quiet as possible as you enjoy them.

MHK 12-2014

Students with Disabilities: Students who need special accommodations should contact me ASAP. I am happy to make appropriate accommodations for you (within school guidelines) but I can only react to what I know.

Academic Integrity
In my experience, I have encountered two types of problems with respect to academic integrity: plagiarism and collusion. Reproduced below are excerpts which are worth sharing:

Plagiarism is the copying from a book, article, notebook, video or other source, material whether published or unpublished, without proper credit through the use of quotation marks, footnotes and other customary means of identifying sources, or passing off as one’s own, the ideas, words, writings, programs and experiments of another, whether or not such actions are intentional or unintentional. Plagiarism also includes submitting, without the consent of the professor, an assignment already tendered for academic credit in another course.
Collusion is working together in preparing separate course assignments in ways not authorized by the instructor. Academic work produced through a cooperative (collaborative effort) of two or more students is permissible only upon the explicit consent of the professor. The collaboration must also be acknowledged in stating the authorship of the report.

Recent events in the business world (Enron, Tyco, Madoff, etc.) attest to the importance of "doing the right thing." Unethical behavior is typically not a one-time occurrence—it is a pattern. Furthermore, it is a reflection of your character. Plagiarism and cheating will come to haunt you (whether you get caught or not). Be proud of grade, your future diploma….BE HONEST!!!

“Honesty is the best policy.”-Anonymous