

Marketing
Course Number: 33:630:369
Course Title: New Product Planning

COURSE DESCRIPTION

This course deals with the challenge of bringing to market solutions to customer needs, otherwise known as products and/or services. This challenge is fundamental in customer-centric companies and is relevant whether it is for a startup or a large company, or whether your customers are individual consumers or companies.

We will examine the most successful strategies, processes and methods used to bring a product from idea generation to market launch. Organizational implications of new product development, barriers to success, and effective methods to drive a new product concept through the entire development cycle will be covered. Emphasis will be placed on the ability of Marketing managers to integrate Marketing with other functional units involved in guiding a product along the development path (e.g., R&D, Operations, Finance, Sales, Quality, and Supply Chain functions).

Maximizing the success of new products and services is critical to all organizations: for-profit, not-for-profit, business-to-consumer, business-to-business, and entrepreneurial. Success in new products will catapult companies ahead of their competitors, but failures will leave them in the dust. Product development cycles are getting faster and faster, the need to collaborate with multi-functional teams (often geographically dispersed around the globe) has increased significantly, and the role and importance of design excellence and execution have become of paramount importance. The course is structured around the following key steps of the product-development process and IDEO product design principles for launching new products.

1. Needs Assessments and Opportunity Identifications
2. Concept Generation and Validation
3. Product Design and Development
4. Product Testing
5. Launch and Life-Cycle Management

COURSE MATERIALS

- HBR Case Study Course pack and other reading material - New Product Innovation - <https://hbsp.harvard.edu/import/697239>

1. A Closer Look at the Collaborative Design Process Behind IDEO & Swarovski's Infinite Aura Chandelier - <https://www.core77.com/posts/79851/A-Closer-Look-at-the-Collaborative-Design-Process-Behind-IDEO-n-Swarovskis-Infinite-AuroraChandelier>
 2. Nike's Big Bet on the Future of Connected Shoes - <https://www.fastcompany.com/90291303/nikes-big-bet-on-the-future-ofconnected-shoes>
- **Check Canvas and your official Rutgers email account regularly.**
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LEARNING GOALS AND OBJECTIVES

- This course is designed to help students develop skills and knowledge in the following area(s):
 - Business knowledge. Students will have a command of marketing theory and practice in the area of new product planning. Students who complete this course will demonstrate:
 - Mastery of fundamental new product planning concepts and the ability to integrate and apply these concepts to resolve practical business problems in the new product planning field.
 - Proficiency at analyzing and interpreting numerical data to resolve practical business problems in the new product planning field.
 - Ethical judgment. Students will use reasoned and ethical judgment when analyzing problems and making decisions. Students who complete this course will demonstrate:
 - Recognition of ethical dilemmas in decision-making scenarios in a new product planning context.
 - Global perspective. Students will have the breadth of perspective necessary to effectively function in a global and diverse business environment. Students who complete this course will demonstrate:
 - A basic understanding of how to conduct new product planning internationally.
 - Persuasive communication. Students will be effective communicators. Students who complete this course will demonstrate:
 - Ability to construct clear, concise, and convincing written business communication with the class activities and assignments.
 - Ability to construct and deliver clear, concise, and convincing oral business communication with the class activities and assignments.
 - Students develop these skills and knowledge through the following course activities and assignments:
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PREREQUISITES

Introduction to Marketing – 29/33:630:301

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

- Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible. If you are to be absent, report your absence in advance at <https://sims.rutgers.edu/ssra/>. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death, also send me an email with full details and supporting documentation within 2 days of your first absence.
 - For weather emergencies, consult the campus home page. If the campus is open, class will be held.
 - Expect me to arrive on time for each class session. I expect the same of you. If you are going to be tardy, then try to notify me before class starts.
 - Expect me to remain for the entirety of each class session. I expect the same of you. If you are going to leave early, then send me an email before class starts.
 - Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared. The minimum expectation is that for each 1.5-hour class session, you have prepared by studying for at least twice as many hours.
 - Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention:
 - <https://www.nytimes.com/2017/11/22/business/laptops-not-during-lecture-or-meeting.html>
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COMMUNICATION

Please feel free to talk with me anytime during the semester concerning your progress in class. I always prefer to hear about your concerns or difficulties before they become serious problems so we can work together to find a solution with time left in the semester to implement a plan. I am available to chat briefly after class, however if you would like to discuss a concern in detail, please request an appointment via email so I may plan accordingly.

CLASSROOM CONDUCT

Even though there isn’t a specific grade assigned, project participation is included in the above grading. Both individual’s participation in class and on his or her assigned team will be considered. Anonymous individual feedback from your team members via Survey Monkey will be considered, but I will make the final decision based on my observations.

You select your team. If a student strongly desires to be placed on another team, that will be allowed only if a member from another team volunteers to switch teams with the student requesting such a change. No team changes will be allowed after the second class.

If you miss two or more classes without informing me in advance and without good reason, your overall grade will be negatively impacted. Treat it as your job. If you don’t show up to work without a valid

excuse, you can't expect to keep your job for long. I do understand that there are circumstances that may require you to miss a class so informing me in advance will help you here (see approved excuses under attendance policy above) but does NOT remove your responsibility for all assigned work.

PLEASE NOTE: Please adhere to professional behavior in class. Cellphones and other electronic devices should be shut off during class. Also refrain from texting, chatting, checking Facebook or Twitter, reading the newspaper, wearing headsets, etc. Such behavior is RUDE and will negatively impact your final grade.

EXAM DATES AND POLICIES

No exams are planned for this course.

GRADING POLICY

Class Participation- 10% Case Studies/ papers - 30% Project - 40% Product and Service Critique - 20%	Final grades will be assigned follows	-	Grade Posting: Grades will be posted in Canvas no later than () on ()	
	Grade Range		-	Course Failure Warning: A warning grade will be submitted to students who are in jeopardy of failing the course no later than. ()
	A	93 - 100		
	B+	87 - 92.9		
	B	80 - 86.9		
	C+	77 - 79.9		
	C	70 - 77.9		
D	60 - 69.9			
F	0 - 59.9			

Grade grubbing: "Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and it will not work.

COURSE SCHEDULE

#	Class Content	Assignments due on () before class
1	Syllabus, Course Expectations, IDEO Video Introductory Lesson	nothing due

2	Visit to Makerspace New Prod Planning - Introduction and Concepts Design Thinking Paradigm	Finalize project teams
3	Opportunity, creativity and customer concepts Discover Phase Design Brief, Mindmap	First critique
4	Define Phase (Needs Assessment) Understanding Users, Persona	Project initial brief
5	Create Phase (Concept Generation) Ideate StoryTelling	Case Discussion - 1
6	(Concept Generation) Prototyping Storyboarding	Case Discussion - 2
7	(Product Design) Lofi and Hifi Prototyping	nothing due
8	Mid Term Presentation	Mid term project submission due
9	(Product Design) Evaluation Techniques	nothing due
#	Class Content	Assignments due on () before class
10	(Product Design) Marketing Plan – Executive Summary	case Discussion - 3
11	Evaluate - Heuristic Evaluation techniques Behavior and Fun in Design	Case Discussion - 4
13	Product Testing	second Critique due

14	Special topics - Accessibility and Behavior change	Case Discussion - 5
15	Final Presentation	Final Project due

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]