

MKTG 4973 New Product Development and Marketing
Winter 2008

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D2L: for slides

Subject Description

This subject is designed to provide students an appreciation for a variety of elements involved in creating and selling a successful new product in today's complex environment. The subject examines both internal organizational and external environmental influences. Though a text has been identified to direct class discussions, students are expected to seek information and examples from outside the class room to supplement daily debates. Students will undertake a semester project to examine the new product marketing process in much greater depth than can realistically be understood through reading and discussions in class. The guided hands-on experiential learning will provide students a real world perspective of the new product marketing process. The projects will be conducted by groups of students.

Subject Objectives:

Upon completion of this subject, students should be able to:

- X explain the traditional new product development (NPD) process, and the difference between it and some of the emerging NPD process models.
- X explain the role, concerns, and motives of various functional units in the NPD process.
- X explain various qualitative and quantitative methods of NP idea generation, design, and positioning.
- X explain concept testing, market measurement, and forecasting methods for new products.

Method of Assessment:

Attendance and participation:	20%
Project:	40%
Final exam:	30%
Book Review:	10%
Total	100%

Students are expected to attend and participate in every class. Since the course is only five days, any tardiness, absence, or early departure will severely affect your participation grade. Much of the project will be done during class sessions. Reading should be done prior to the beginning of each class session. Check <http://www.osu-tulsa.okstate.edu/academics/srr/index.asp> for student rights and responsibilities.

Required Text:

Crawford, Merle and Anthony Di Benedetto (2008), *New Products Management*, 9th ed., New York: McGraw-Hill-Irwin.

Projected study plan:

Monday	Introduction, Form groups Product life cycle and need for new products C 1, 2 Strategies and New Product Development (NPD) process C 3 Opportunity Identification and Selection Write up opportunities
Tuesday	C 4, 5 Idea generation C 6, 7 Perceptual and value maps Lab session (Data Analysis) 8, 9 Concept Tests Write up Idea
Wednesday	Concept test continued Questionnaire Development Data collection Patent and Trademark search (Suzanne Holcomb) Data entry
Thursday	Sales Forecasting Data analysis
Friday	Write up project C 14, 15 Team Management (Organizing for innovation) Turn in project Final exam
Friday	Jan. 16, 2009 - Book Review due.

Students will review a popular press book of their choice, and my approval, on creativity, innovation, or new product development. Details of the assignment will be given in class.

Students who want to know their grades before May 2009 should bring a self addressed, stamped, envelope to class.

