



## A POLYTECHNIC INSTITUTION

School of Business  
Program: Marketing Management  
Option: Entrepreneurship

**MKTG 3338**  
**New Product and Service Development**

---

<b>Start Date:</b>	January 3 2008	<b>End Date:</b>	March 7 2008
<b>Total Hours:</b>	40	<b>Total Weeks:</b>	10
<b>Hours/Week:</b>	4	<b>Lecture:</b>	2
		<b>Lab:</b>	2
		<b>Term/Level:</b>	4
		<b>Course Credits:</b>	2.5
		<b>Shop:</b>	
		<b>Seminar:</b>	
		<b>Other:</b>	
<b>Prerequisites</b>	successful completion of Year 1	<b>Course Number is a Prerequisite for:</b>	
<b>Course No.</b>	<b>Course Name</b>	<b>Course No.</b>	<b>Course Name</b>

---

**Course Description**

This course deals with the new product/service development process, as it exists in ventures of all sizes. The curriculum takes the student on a journey through several different industries to transfer the skills necessary to analyze and market new product or service concepts. Emphasis is placed on practical, introductory methods of assessment and implementation, as opposed to abstract development methods or complex product/service engineering methods

**Evaluation**

Examination 1	25%	<b>Comments:</b> <i>Failure to achieve 50% or more on : the combination of the exams (midterm + final), and the individual assignments/participation marks; will require 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course.</i>
Examination 2	30%	
Group Lab Assignments and Participation in Lab Groups	25%	
Group Term Assignment	20%	
<b>TOTAL</b>	<b>100%</b>	

**Course Learning Outcomes/Competencies**

Upon successful completion, the student will be able to:

- evaluate new product and service concepts in a methodical manner
- evaluate new product and service concepts
- identify key issues in regard to the various stages of the new product or service development process
- understand key principles involved in re-evaluating and repositioning existing products or services
- identify and assess potential joint venture partners for new product or service development
- identify the most advantageous yet feasible financing sources for new product or service development

### Verification

I verify that the content of this course outline is current.

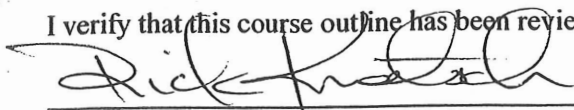


Authoring Instructor

Dec. 7/07

Date

I verify that this course outline has been reviewed.

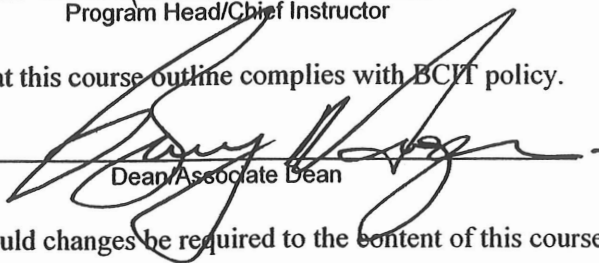


Program Head/Chief Instructor

Dec 8/07

Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean

Dec. 20/07

Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

### Instructor(s)

Brian Giffen

Office Location: Room 308, SE 6

Office Phone: 604-456-8079

Office Hrs.: as posted

E-mail Address: bgiffen@bcit.ca

### Learning Resources

#### Required:

Students must visit the course web site on at least a weekly basis to obtain readings.

#### Recommended:

There is NO required text for this course. Attendance in lecture therefore is extremely important. You may be asked to retrieve reading material from the Internet. This provides an incentive to explore some of the major web sites you should be familiar with. You are responsible for finding and reading this material.

Term assignment details will be provided in a separate term assignment outline

## Information for Students

**Assignments:** Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

**Makeup Tests, Exams or Quizzes:** There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

**Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

**Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.**

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

**Attempts:** Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

**Course Outline Changes:** The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

<b>Week of</b>	<b>Lecture Material</b>	<b>Lab Session</b>
Jan 1-5	<p><b>INTRODUCTION</b></p> <p>New Product and Service Concepts</p> <p>What is a 'new' product or service?</p> <p>Five Step New Product and Service Development Process</p> <p><b>STEP 1 ENVIRONMENTAL SCAN</b></p>	<i>-overview of course requirements</i>
Jan 7-12	<p><b>STEP 2 INVENTION</b></p> <p>1. where do new ideas come from?</p> <p>2. corporate inventions</p> <p>3. inventions by inventors</p>	<i>-see course website</i>
Jan 14- 19	<p><b>STEP 3 FEASIBILITY ANALYSIS</b></p> <p>1. technical</p> <p>2. market</p>	<i>-see course website</i>
Jan 21-26	<p><b>STEP 4 DESIGN AND TESTING</b></p> <p><b>STEP 5 ROLLOUT PART 1</b></p>	<i>-see course website</i>
January 28 - Feb 2	<b>EXAMINATION 1</b>	

---

<b>Week of</b>	<b>Lecture Material</b>	<b>Lab Session</b>
Feb 4 -9	<b>ROLLOUT PART 2 REPOSITIONING</b>	<i>-see course website</i>
Feb 11 -16	<b>LEGAL AND REGULATORY FACTORS IN NEW PRODUCT AND SERVICE DEVELOPMENT</b>	<i>-see course website</i>
Feb 18 -23	<b>JOINT VENTURES AND LICENSING AS TOOLS IN NEW PRODUCT AND SERVICE DEVELOPMENT</b>	<i>-see course website</i>
Feb 25 - Mar 2	<b>FINANCING NEW PRODUCT AND SERVICE DEVELOPMENT</b>	<i>see course website</i>
Mar 3 - Mar 8	<b>EXAMINATION 2</b>	