



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option: Sales / Small Business

Course Outline for: MKTG 3338 New Product Development

Date: January 1999

Hours/Week:	4	Total Hours:	40	Term/Level:	4
Lecture:	2	Total Weeks:	10	Credits:	
Lab:	2				
Other:					

Instructor Rick Kroetsch

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Office Hours as posted outside of office door

Course Description

This course deals with the 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.

Instructional Approach

The lectures will consist of discussion of key concepts in each subject area. Consistent attendance is a must for success in this course.

The labs will largely consist of discussion of case studies. As the examination emphasizes the ability to apply concepts to fact situations, the fullest possible participation in case discussions will provide the best preparation.

Text(s) and Equipment

Required: there is NO required text for this course. Attendance in lecture therefore is extremely important. Cases and any other written material will be handed out only once.

Evaluation

Final Examination	30	%
Midterm Tests	20	%
New Product Term Project	30	%
New Product Failure Assignment	10	%
Participation / Attendance	10	%
TOTAL	100	%

Course Learning Outcomes At the end of this course, the student will be able to:

- evaluate new product and service concepts in a methodical manner
 - prepare a report evaluating new product and service concepts
 - identify key issues in regard to prototyping, test marketing, and rollout 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
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Course Notes (Policies and Procedures)

- **Assignments:** Late assignments or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.
- **Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced.
- **Course Outline Changes:** The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.
- **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.
- **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 (i.e. an average is given according to your performance throughout the course).
- **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.
- **Labs:** Lab attendance is mandatory. Lab exercises are due at the end of the lab period.
- **Other:** To receive credit for **ANY** marks for the course, students must receive a grade of 50% or greater on the final examination



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Schedule for: **MKTG 3338** **New Product Development**

** This schedule is subject to change at the discretion of the instructor.*

Week	Date	LECTURE	Labs / Assignments
Week 1	Jan 7	Introduction Why are New Products Important	Will be handed out weekly in Labs
Week 2	Jan 14	New Product Process New Product Failures	
Week 3	Jan 21	Lessons for Success Idea Conception Research and Development	
Week 4	Jan 28	Modeling (Prototypes) Testing and Validation Concept Evaluation	
Week 5	Feb 4	MID TERM EXAM	
Week 6	Feb 11	Strategic Alliances and Joint Ventures Patents, Copyrights, and Trademarks Licensing	
Week 7	Feb 18	Final Play – Into the Market Rollout Campaigns Financial Plans and Budgets	
Week 8	Feb 25	After the Launch – Evaluation Repositioning	
Week 9	Mar 4	New Product Successful Launches	
Week 10	Mar 11	FINAL EXAM WEEK	