

British Columbia Institute of Technology

School of Business, Department of Marketing Management

Course Outline

New Product and Service Development

MKTG 338

January 1997

Term 4A

Hours Per Week: 4

Number of Weeks: 10

Total Hours: 40

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Office Hours: posted on door or by appointment

Course Objectives

After successfully completing 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 roll out stages of the new product or service development process
- * understand key principles involved in reevaluating 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

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 analyse and market new product or service concepts. Emphasis is placed on practical, introductory methods of assessment and implementation, as opposed to abstract development models or complex product/service engineering concepts.

Instructional Approach

The lectures will consist predominantly 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 examinations emphasize the ability to apply concepts to fact situations, the fullest possible participation in case discussions will provide the best preparation.

Evaluation Structure

Evaluation	Percent of Final Grade	Assigned	Due
Group Project	40	Lab, Week of January 6	Lab, Week of February 17-21
Final Exam	55	Lecture, March 6 2 hours Entire Course	NA
Participation	5	NA	NA

Attendance requirements will be enforced as per the BCIT policy on page 10 of the calendar. Excessive absence will be deemed to be missing more than two (2) labs for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final examination

Examination Policy

To receive credit for ANY marks for this course, students must receive a grade of 50% or greater on the final examination.

Text

A set of key cases will be handed out in the first lab. DO NOT LOSE THIS MATERIAL. All print material will be handed out ONCE only: if you miss the hand out due to tardiness, lack of attention or any other reason, you should copy a fellow student's material.

We will be occasionally consulting *How to Bring a Product to Market for Less Than \$5,000*, by Dan Dedelak. This book is available in the bookstore.

INC. magazine (monthly) and the *Wall Street Journal* (daily) provide the best coverage of new product and service introductions. The American economy is the foremost global crucible of successful new product and service concepts and should be monitored closely by any students contemplating a future working within innovative organizations.

**New Product and Service Development
Winter 1997 Schedule**

Week	Dates	Lecture	Lab	Video (if VCR available)
1	January 6-10	Introduction / What are New Products and Services? / Sins of New Product and Service Development	Tickle Me, Elmo Jenny Craig	New Inventions of 1997
2	January 13-17	Where Do New Ideas Come From? Separating the Wheat from the Chaff: Key Success and Failure Factors	Biofoam	Post It Notes
3	January 20-24	Prototyping and Test Marketing	Nowhere Men Barbie	Wheat Paper
4	January 27-31	New Product / Service Roll Out Campaigns	Chicago Bike Nintendo 64	Looney Noodles West Jet
5	February 3 - 7	Strategic Alliances & Joint Ventures in the Development of New Products and Services	Phoenix Fiberglass Ultrafit/Envi/Micropatent	
6	February 10-14	Financing for New Products and Services	CIBC Elrum Revelation	Kid Tracker
7	February 17-21	After the Launch: Evaluation and Repositioning of New Products and Services	Encyclopaedia Britannica Term Project due in lab	Canadian Home Shopping Network
8	February 24-28	Summary, review and make up	Iridium Teledesic	
9	March 6	Exam in lecture	Review	NA