

# BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## COURSE OUTLINE

COURSE NAME New Product Development

COURSE NUMBER MKTG 3338

DATE September 1994

Prepared by John Livingston

Taught to Second Year

School Business

School \_\_\_\_\_

Program Technical Sales and Marketing

Program \_\_\_\_\_

Date Prepared August 1994

Option \_\_\_\_\_

Term 3 Hrs/Wk 4 Credits 3

No. of Weeks 15 Total Hours 60

Instructor(s) John Livingston Office 308 Local 451-6766

Office Hours Tuesday 10:30 - 12:30 / Thursday 1:30 - 3:30

### PREREQUISITES

Successful completion of First Year Marketing Program

### COURSE OBJECTIVES

(Upon successful completion of this course, the learner will be able to:)

- identify consumer needs within a chosen market segment
- systematically source and generate new product ideas
- evaluate and analyze new product ideas
- identify a cost effective method of prototyping
- develop a new product concept to satisfy the identified consumer needs
- talk to consumers to get feedback on a new product concept
- identify key strategic alliances to assist in the commercialization of a new product
- identify the key qualities/strategies within a small, medium or large corporation that lead to successful new product development.

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## EVALUATION

Final Examination	<u>35</u>	%
Mid-Term	<u>25</u>	%
Industry Based Practicum	<u>30</u>	%
Assignments	<u>10</u>	%

**NOTE:** In order to get marks and credit for the project, the learner must get at least 50% on the Mid-term and Final exam.

Attendance requirements will be enforced as per the BCIT Policy on Page 7 of the Calendar. Excessive absence will be deemed to be missing more than 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. Also students must get a passing grade in the exam components of the course to pass the course.

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## REQUIRED TEXT(S) AND EQUIPMENT

How to Bring a Product to Market for Less than \$5,000, Don Debelak

Thriving on Chaos, Tom Peters

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## REFERENCE TEXTS AND RECOMMENDED EQUIPMENT

The Popcorn Report, Faith Popcorn

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## COURSE SUMMARY

During this course – the learner will act out the role of consumer, manufacturer and marketer to develop, evaluate and test market new product concepts. The learner will also be able to determine the key success factors for developing products within a certain industry. In a group of three the students will identify, contact and arrange to visit an innovative B.C. company and then conduct a multimedia new product development analysis.

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## TERM PRACTICUM

The interview and practicum ground rules are as follows:

- you are representing BCIT – be professional at all times
- any negative reports on conduct – group gets F
- any unreported damage to video camera or missing camera parts – group gets F
- any leak of confidential information – group gets F
- no appointment rescheduling by class – keep your appointments!!
- group only allowed a maximum 4 hours of company's time
- during interview, dress code in effect – suit or appropriate business wear
- the written project report is to be typed and no longer than 10 pages – marks (10%) will be deducted for poor grammar and spelling mistakes
- instructor reserves the right to award differentiating grades to the individuals within the group based on participation and contribution

Audiovisual Center – SW1-2012 – 432-8780

See Maureen to book a video camera. Reserve camera well in advance to assure booking.  
Also see Maureen for video editing resources.

**COURSE OUTLINE**  
(continued)

<b>Week Lecture or Lab Number</b>	<b>Material Covered</b>	<b>References</b>
Sept. 8 & 9	The Power of New Products	(Handouts)
Sept. 15 & 16	Future Sight (Consumer Trends)	("The Popcorn Report" - Faith Popcorn)
Sept. 22 & 23	Sourcing and Generating New Product Ideas	(Handouts) ("Thriving on Chaos" - Tom Peters)
Sept. 29 & 30	Key Success Factors	("How to Take a Product to Market for Less than \$5,000" - Don Debelak)
Oct. 6 & 7	Developing your New Product Strategy	("How to Take a Product to Market for Less than \$5,000" - Don Debelak)
Oct. 13	MID-TERM EXAM	
Oct. 14	Product Concept Development	("How to Take a Product to Market for Less than \$5,000" - Don Debelak)
Oct. 20 & 21	Product Concept Evaluation	("How to Take a Product to Market for Less than \$5,000" - Don Debelak)
Oct. 27 & 28	Prototyping, Testing and Launching	("How to Take a Product to Market for Less than \$5,000" - Don Debelak)
Nov. 3	Guest Speaker	
Nov. 4	Are we Making any Money? (Re-evaluation)	("How to Take a Product to Market for Less than \$5,000" - Don Debelak)
Nov. 10	Pursuing Fast-Paced Innovation within the Corporation	("Thriving on Chaos" - Tom Peters)
Nov. 11	Remembrance Day (Holiday)	
Nov. 17 & 18	Positioning, Pricing, Packaging, Placing and Promoting your Product	(Handouts)
Nov. 24 & 25	Building Strategic Alliances	(Handouts)

**COURSE OUTLINE**  
(continued)

<b>Week Lecture or Lab Number</b>	<b>Material Covered</b>	<b>References</b>
Dec. 1	PROJECT WRITTEN REPORTS DUE PRESENTATIONS DUE DURING LABS THIS WEEK	
Dec. 1 & 2	Becoming a New Product Champion	(Handouts) ("Thriving on Chaos" - Tom Peters)
Dec. 8 & 9	Final Exam Preparation (Course Review)	
Dec. 11	FINAL EXAM WEEK	

**NOTE:** LABS WILL CONSIST OF PRACTICAL EXERCISES AND ASSIGNMENTS ON WEEKLY TOPICS AS LISTED ABOVE. PLEASE REVIEW YOUR PERSONAL TIMETABLE FOR LAB TIMES AND LOCATIONS.