



OCT 28 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 3406

New Product / Service Development

Hours/Week:	Total Hours:	Term/Level:	199920
Lecture:	Total Weeks:	Credits:	3
Lab:			
Other:			

Prerequisites:

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 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 and service development
 - Identify the most advantages yet feasible financing sources for new product or service development
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Evaluation

Lab Exercises, Cases	15%	Week 9
Midterm	20%	Week 6
Group Project	35%	
Participation	5 %	
Final Exam	<u>25%</u>	Week 12
TOTAL	100%	

Course Summary:

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.

The lecture 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 examination emphasizes the ability to apply concepts to fact situations, the fullest possible participation in case discussions will provide the best preparation.

Course Record

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 3406

New Product / Service Development

Effective Date

April 1999

Instructor(s)

Office No.:
Office Hours:

Phone:

Required Text(s) and Equipment

Reference Text(s) & Recommended Equipment

Course Notes (Policies and Procedures)

1. ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.
 2. This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.
 3. CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)
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Session	Outcome/Material Covered	Reference/ Reading