

**COURSE OUTLINE****COURSE NAME: NEW PRODUCT AND SERVICE DEVELOPMENT****COURSE NUMBER: MKTG 3406****DATE: APRIL 1998****Prepared by: Malcolm Collings****Taught to: Part Time Studies****Date Prepared: APRIL 1998****Term: ALL****Hrs/Wk: 3****Credits: 3.0****No. of Weeks: 12****Total Hours: 36****Instructor: Malcolm Collings****Office : 732-4660****e-mail : collings@portal.ca****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 advantageous yet feasible financing sources for new product or service development.

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## **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.

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

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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
	100%	

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.

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## **EXAMINATION POLICY**

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

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## **TEXT(S):**

**WINNING AT NEW PRODUCTS, Accelerating the Process from Idea to Launch.**  
Second Edition, Robert G. Cooper, Addison-Wesley Publishing company, 1993.

Cases will be handed out in the labs. Print material will be handed out **once** only; if you miss the handout, you are responsible for arranging with classmates to copy their material.