

COURSE OUTLINECOURSE NAME PRODUCT DEVELOPMENTCOURSE NUMBER MKTG 3406 DATE JANUARY 1995Prepared by John Livingston Taught to PART TIME STUDIESSchool Business Program _____Date Prepared DECEMBER 1994 Option _____Term ALL Hrs/Wk 3 Credits 3.0No. of Weeks 12 Total Hours 36

PREREQUISITESSuccessful completion of First Year Marketing Program.

COURSE OBJECTIVES

(Upon successful completion of this course, the student 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 need
 - 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>30</u>	%
Mid-Term	<u>20</u>	%
Project	<u>30</u>	%
Assignment	<u>10</u>	%
Participation	<u>10</u>	%

REQUIRED TEXT(S) AND EQUIPMENT

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

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

N/A

COURSE SUMMARY

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

COURSE OUTLINE - MKTG 3406
(continued)

Week Lecture or Lab Number	Material Covered	References
Week #1	The Power of New Products / Business Planning	(Handouts)
Week #2	Future Sight (Consumer Trends)	(Handout - "The Popcorn Report" Faith Popcorn - Part. 7)
Week #3	Sourcing & Generating New Product Ideas	(Handout - "Innovation and Entrepreneurship" Peter F. Drucker)
Week #4	Developing your Product Strategy	
Week #5	Product Concept Development	(Handout - "How to take a product to market for less than \$5,000")
Week #6	MID-TERM EXAM	
Week #7	Prototyping, Testing and Launching	(Handout - "How to take a product to market for less than \$5,000")
Week #8	Pursuing Fast-Paced Innovation within the Corporation	(Handout - "Thriving on Chaos" Tom Peters)
Week #9	Positioning, Pricing, Packaging, Placing and Promoting your Product	(Handouts)
Week #10	Building Strategic Alliances	(Handouts)
Week #11	Becoming a New Product Champion	(Handouts)
Week #12	FINAL EXAM	