

IMBA Program
College of Commerce
National Chengchi University (Taipei)

Practical New Product Development and Marketing
Fall Semester, 2013

Course Syllabus

- A. **Instructors:** Professor Lynn Y.S. Lin, Ph.D.
Jana Jia Guo

B. **Overview**

This course will attempt to present and explain the practical, common procedures of New Product Management processes practiced by most multinational business-to-consumer companies. It will include the development process of a new product (from ideation to commercialization) and its subsequent marketing plan and strategy. Mostly, it will draw from Prof. Lin's 40+ years of researching, analyzing and consulting marketers on new product/service developments and launchings. It would also emphasize the secrets of launching a new product successfully and understand the potential reasons of a new product's failure.

The learning's of developing and launching new products or services will be highlighted in the lectures. This is a course that consists of only a few theory but mostly empirical experiences and "marketing truths" based on analysis of actual in-market data. It will not follow a textbook or collection of Harvard cases but from our actual past work in handling tens of thousands of new products/services in 60+ countries during the past 40 years.

C. **Reference Materials** (Books 1 & 2 below are recommended for all students to read.)

1. A.G. Lafley & Ram Charan: The Game Changer, Crown Business, NY, April, 2008.
2. Chris Denove and James D. Power IV: Satisfaction – How Every Great Company Listens to the Voice of the Customer, Penguin Books Ltd., 2006.
3. John A. Byrne: World Changers: 25 Entrepreneurs Who Changed Business As We Know It, Portfolio/Penguin, 2011.
4. Merle C. Crawford and C. Antonio di Benedetto (2003), New Product Management, 7th Ed., Irwin McGraw Hill.

5. R.G. Cooper, Stage Gate Systems: A New Tool for Managing New Products; Business Horizons Vol. 33 (1990) pp. 44-54.
6. Xian-Hong Sun & Zhi-Guo Zhang: MengNiu Neinu, Peking University Press, October, 2005 (Inside Meng Niu).
7. Cheng Peng: Bao Jie Ying Xiao (P&G Marketing), Economic Science Publishing House (China), March 2003.
8. Shuo Wang “No. 1 Brand Made in China-Haier” Elegant Books (Taiwan), 2003.
9. Pete Blackshaw: Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000, Doubleday (2008)

D. Grading Policy

- New Product Project: 50%
 - Team presentation: 25%
 - Detail prospectus (ppt): 25%
- Final Exam: 30%
- Class Participation: 20%

E. Tentative Class Schedule

<u>Date</u>	<u>Topic</u>
September 24 (7:00-10:00 p.m.)	-- Lecture 1 - Class overview and the new product development challenges and process -- Class will be divided into 4-8 teams to work on one of the 4-6 given new concept ideas (team projects) -- First team assignment (A.G. Lafley’s Book – The Game Changer)
September 26 (7:00-10:00 p.m.)	-- Lecture 2 – Tangible and Intangible Reasons for New Product Failure Sample Concepts Team Assignment 1: -- Develop a new product/service concept -- Design the testing process for your assigned concept -- Consumer is Boss exercises: Consumers as a source of NPD -- One short case report per team – with assigned short reading (one per team) <ul style="list-style-type: none"> • The Story of Carlos & Marta – Mexico (A.G. Lafley’s book: pp 37-40)

- Breaking into a New Market by Understanding the Who - Nokia in India (A.G. Lafley's book: pp 40-45)
- Segmentation Example 1: Hugo Boss (A.G. Lafley's book: pp 53-55)
- Segmentation Example 2: Best Buy (A.G. Lafley's book: pp 55-58)

--Everyone study A.G. Lafley's book: P. 209 ("A.G. Lafley's 11 Biggest Innovation Failures") for in-class discussion tomorrow

--Steve Jobs' Five Blockbuster Innovation Successes at Apple

-- Steve Job's 12 Failed New Products

September 28 (9:00 a.m.–5:00 p.m.) -- Data collection exercise: Concept and product test experience
 -- One short case report per team
 -- Lecture 3 – Concept Testing
 - Concept and Product Testing
 - In-class survey exercise
 -- Lecture 4 – Questionnaire Design

Team Assignment 2 from "**Satisfaction**" Book:

1. Customer Satisfaction – Pages 1-10
2. Toyota's Lexus – Pages 116-119
3. Sony's Beta Max & JVC's VHS – Pages 232-235
4. McCulloch Chainsaws & Homelite XL12 – Pages 235-237
5. Enterprise Rent-A-Car – Pages 42-45, 120-123
6. Craigslist.org – Pages 122-126
7. Cactus Petes & Ameristar – Pages 137-142
8. Progress Energy – Pages 98-101
9. Mike Diamond – Pages 65-69, 110, 239
10. Staples – Pages 65, 77-79, 161, 164
11. Advocates
12. Assassins

Assignment

- Search for appropriate consumer survey design for your project data that was provided

September 29 (9:00 a.m.-5:00 p.m.) -- Lecture 5A – Survey Responses Among Asian, European and American Consumers and Their Interpretations
 -- Lecture 5B – Pre-Test Market Forecasting Models – BASES and Lin Model

October 1 -- Presentation of Assignment 2

- (7:00-10:00 p.m.) -- Lecture 6 – Marketing Plan
- Design your own marketing plan – Team Project
-- Lecture 6B – Impact of Free Sampling
- October 3
(7:00-10:00 p.m.) -- Lecture 7 – Secrets of New Product Success
-- Team Project Review & Consultation
- October 5
(9:00 a.m.-5:00 p.m.) -- Lecture 8 – Post Launch Tracking (U&A) and Analysis (A&P)
-- Lecture 9 – Cases Examples of New Innovative Product
Forecasting Before Launching
-- Team Project Preparation & Consultation
- October 6
(9:00 a.m.-5:00 p.m.) -- Team Project Review & Consultation
- October 12
(9:00 a.m.-5:00p.m.) -- Team Project Presentations
-- Final Exam (open-book)

Time Schedule for the course:

New Product Development and Marketing
September 24 – October 12, 2013

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Taipei, Taiwan

			<u>Cum. Hours</u>
September 24 (Tuesday)	7:00 – 10:00 p.m.	3 hours	3
September 26 (Thursday)	7:00 -10:00 p.m.	3 hours	6
September 28 (Saturday)	9:00 a.m. – 5:00 p.m.	7 hours	13
September 29 (Sunday)	9:00 a.m. – 5:00 p.m.	7 hours	20
October 1 (Tuesday)	7:00 – 10:00 p.m.	3 hours	23
October 3 (Thursday)	7:00 – 10:00 p.m.	3 hours	26
October 5 (Saturday)	9:00 a.m. – 5:00 p.m.	7 hours	33
October 6 (Sunday)	9:00 a.m. – 5:00 p.m.	7 hours	40
October 12 (Saturday)	9:00 a.m. – 5:00 p.m.	7 hours	47