MARTIN TUCHMAN SCHOOL OF MANAGEMENT
NEW JERSEY INSTITUTE OF TECHNOLOGY

New Product Design and Development.
MKTG 338-102

Spring 2024

Instructor: Ronald S. Elowitz
Office: 4025 CAB   **Phone:** 908.294.0691
Email: rse2@njit.edu
Class Time & Location: 6PM – 8:50PM / M
Weston Hall / Lecture #2
Prerequisites: MKTG 330
Office Hours: Upon Request. Skype: Anytime between 9:00AM – 8:00PM, M-F; with prior appointment (Skype ID: prof_elowitz). Weekend availability is not set, but requires prior appointment scheduling as well. Students can schedule Webex meetings with the Instructor as needed through the NJIT portal.

Course Overview

The course focuses on the marketing aspects of designing and launching new products. It covers key activities carried out by product managers: product positioning, market opportunity identification, demand and growth forecasting, marketing research for testing and improving new products, product launch management, and product portfolio decisions. This course should also be useful in providing a marketing perspective to students planning an entrepreneurial career.

Required Course Materials

Text: Crawford, C., & Di Benedetto, C. (2014). New Products Management (11th ed.). McGraw Hill/Irwin. ISBN 978-0078029042

Learning Outcomes

Upon successful completion of this course, the student should be able to:

- **Remember & Understand:** Demonstrate knowledge of basic business concepts necessary to inform, organize and promote the commercialization of systemic product development life-cycle inputs, resources and functional requirements into concise, industry-relevant launch plans
- **Understand & Apply:** Employ diverse audience measurement and segmentation analytics, industry practices, marketing tactics and competitive management strategies to appropriately identify white space opportunities, address consumer and buyer pain points, and solve a diverse range of business problems
- **Analyze & Apply:** Choose from both Quantitative and Qualitative methodologies as tools to help understand business, human-centric (consumers) and societal challenges / gaps and expectations
- **Create & Apply:** Deliver effective presentations enhanced by technology enhance and improve the student/s presentation delivery, effectiveness and persuasive content to better engage potential business, executive audiences and stakeholders. Design many of the different elements of a new product, brand or service experience from a marketing / business plan perspective.

- **Create:** Write clear, concise assignments; utilize business visuals to augment storytelling capabilities
- **Evaluate & Understand:** Consider the moral implications and ethical schema of individual and organizational decisions / actions; consider domestic and global business conduct
- F**ull-suite Skill Mastery:** Create, develop, showcase and embrace the everyday use of accepted business marketing and technology development languages; the course is designed to help those of you who want careers in - or wish to be prepared to enter the workforce as a product and/or portfolio management professional, NPD expert and/or innovation-focused business architect.

Expected Learning Outcomes

Competencies	Outcome
LC 1 Develop an Understanding of Business Concepts and the Technical Knowledge to Solve Business Problems	**LO 1.1** Our students will demonstrate the knowledge and application of business fundamentals
	LO 1.2 Our students will demonstrate the ability to solve business problems using current technology
	LO 1.3 Our students will demonstrate the ability to use technology for effective project management
LC 2 Develop Effective Communication Skills	**LO 2.1** Our students will demonstrate the ability to deliver effective presentations enhanced by technology
	LO 2.2 Our students will demonstrate the ability to write clear and concise reports based on relevant information
LC 3 Interact Effectively in Teams	**LO 3.1** Our students will demonstrate the ability to understand and use team building behaviors to accomplish group tasks
LG 4 - Develop Ethical Reasoning Skills	**LO 4.1** - Our students will demonstrate the ability to identify ethical dilemmas and make decisions grounded in ethical principles

Learning Goals (NJIT B.S. IN Business Program)
In addition to content specific course objectives, the course intends to help students develop a wide range of analytical, communication, interpersonal, and technology skills, namely:

- Students will demonstrate knowledge of business.
- Students will demonstrate an ability to analyze concepts, to apply these concepts to solve business problems and use quantitative methodologies as tools to solve business problems.
- Oral communication: Students will demonstrate the ability to deliver effective presentations enhanced by technology.
- Written communication: Students will demonstrate the ability to write clear and concise reports.
- Students will demonstrate the ability to search databases, locate, use and properly cite relevant information.

- Students will demonstrate the ability to understand and use team building behaviors to accomplish group tasks.
- Students will demonstrate the ability to identify ethical dilemmas and make decisions grounded in ethical principles.
- Students will demonstrate the ability to use technology for effective project management.
- Students will demonstrate an understanding of the global context in which business is conducted.

Course Website

Please go to CANVAS. The Canvas site is where most course materials are posted. Make sure you have an NJIT UCID and password so that you are able to access Canvas. I will use Canvas to post announcements and supplemental materials throughout the semester. **So, please be sure to check the site (canvas.njit.edu) frequently. Please contact helpdesk (973-596-2900) for problems associated with Canvas.**

Course Deliverables/ Final Grade Components

Your grade for this course will be based on the following components:

Assignment Category	# Assignments	# Point Value (per)	Total Points Possible
Individual Assignments	2	5.0	10.0
Group Assignment/s	1	5.0	55.0
Mid-Term Project/s (Included in Group Assignments)	2	5.0	10.0
Final Exam Project (Included in Group Assignments)	1	15.0	15.0
Final Project Presentation	1	10.0	10.00
Total Grading Point Allocation			100.00

Final Grades

Grades reflect the level of understanding of course content. Therefore, <u>to achieve the grade of A or B in this class expect to</u>:

- Be prepared. This means actively participating in discussions, exercises, and activities to further understanding.
- Turn in all course deliverables in a timely and professional manner.
- With less preparation and participation <u>expect the grade of C lower.</u>

I have had students be very casual in taking a class for the first part of a term. Then, as the class nears the end, the student realizes a bad grade may be in the future and asks for an extra-credit opportunity or extensions to due dates. This is usually done with a sad face, a soft voice, and a remorseful heart. Please know now that such opportunities are not fair to the other students. So, the grading system established in this syllabus is final and no other opportunities exist. This means that each student should take this class seriously from the first week.

Final course grades will be based on the following scale (there will be NO curve):
<u>Grading Scale</u>

A	B+	B	C+	C	D	F
90%	85%	80%	75%	70%	60%	<60%

Late Assignments
Late assignments will not be accepted for grading unless there is a severe illness or an emergency situation. In these cases, legitimate documentation of the emergency must be presented and approved by the office of the Dean of Students before extensions will be granted.

Email Etiquette
This is a business course, and the expectation is that you will conform to appropriate business letter writing practice in all of your email to me. The following are the basics.

- Put the course name (e.g. course name or course number) in the subject line
- Identify the subject of the e-mail with a brief but descriptive summary of the topic: include a proper salutation and the assignment details such as the title, homework, or test.
- Proofread your e-mail for proper sentence structure, capitalization, spelling and punctuation.
- Conclude the e-mail message with a proper closing (e.g. Regards, Sincerely) and your full name.

(Note: Do not e-mail requests for additional grade points unless there is an error in the grading. Please note that any grade discrepancies must be addressed within 2 weeks of the assignment due date. Grades are not 'given out' by the professor; they are 'earned' by the student. So, make sure that you 'earn' a grade that you can live with.)

Academic Integrity
Learning is both an individual and a cooperative experience. Asking for and giving help freely in appropriate settings helps you learn. However, you should present only YOUR work as your own. University rules and standards define and prohibit "academic misconduct" by all members of the academic community including students. You are asked and expected to be familiar with these standards and abide by them.

Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy that is found at: *http://www5.njit.edu/policies/sites/policies/files/academic-integrity-code.pdf.*

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. ***Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing***

grade of F, and/or suspension or dismissal from the university. If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at *dos@njit.edu*.

Accommodations

Educational access is the provision of classroom accommodations, auxiliary aids and services to ensure equal educational opportunities for all students regardless of their disability. If you are in need of accommodations due to a disability, please contact Scott Janz (oars@njit.edu), Associate Director of the Office of Accessibility Resources & Services (OARS), Kupfrian Hall 201, to discuss your specific needs. A Letter of Accommodation Eligibility from the OARS authorizing your accommodations will be required. Accommodations need to be requested in advance and will not be granted retroactively.

Classroom Policies

Most class meetings feature brief student presentations (based on assignments and topics covered during that session or the previous session, etc.) delivered at the end of the class session, on campus. Attendance is thus mandatory in order for students to be given credit for completing those individual and/or group assignment presentations. Students who arrive to class, sign the Attendance sheet tracker and then leave during the scheduled mid-class break for example, will not receive the grade point credits for their presentations if they don't participate.

Final Comments

I reserve the right to change any aspect of this syllabus or the course schedule at any time, as the need arises. Students registered for this course assume full responsibility for reading and understanding the course policies as stated above.

The topics are tentative. Updates will be provided refer to the course specifics in the Canvas Portal for additional details.

WEEKLY COURSE SCHEDULE (Subject to Change)

#	Week of:	Topic/s	Student Assignments	Due Date	# Point Value (per)	Total Points Possible
1	Jan 15	Course Welcome & Introduction	Course Navigation, Syllabus Review	Jan 22	N/A	N/A
2	Jan 22	Overview: Strategic Elements of Product Development	New Product Identification	Jan 29	5.0	5.0
3	Jan 29	The New Products Process	Speed to Market Downfalls	Feb 5	5.0	5.0
4	Feb 5	Opportunity Identification and Selection	Product Innovation Charter (PIC)	Feb 12	5.0	5.0
5	Feb 12	Creativity and the Product Concept	Product Concept Statement	Feb 19	5.0	5.0
6	Feb 19	Finding and Solving Customers' Problems	Problem Analytics: Defining Customer Needs	Feb 26	5.0	5.0
7	Feb 26	Analytical Attribute Approaches: Introduction and Perceptual Mapping	Product Perception Mapping	Mar 4	5.0	5.0
8	Mar 4	Concept Evaluation Systems & Concept Testing Schemes	Mid-Term Exam Assignments: ATAR (Theoretical) Calculation & Business Segment Profile Chart	Mar 10	5.0 5.0	10.0
9	Mar 10	Spring Break Week: Mar 10 - Mar 17	N/A		N/A	0.00
10	Mar 18	Product (Full) Screening and Protocols	NPD Screening Model & Product Simplified Protocol Roadmap	Mar 25	5.0 5.0	10.0
11	Mar 25	Product Design	Brand Aesthetics and Equity Mood Board	Apr 1	5.0	5.0
12	Apr 1	Developmental Team Management & Product Use Testing	Customer Use Surveys and Data Format Methodology; Customer Journey Map (CJM)	Apr 8	5.0 5.0	10.0
13	Apr 8	Strategic Product Launch Planning & Plan Implementation	Brand Name and Brand Value Proposition Statement	Apr 15	5.0	5.0
14	Apr 15	Market Testing	Lifecycle Product Launch Plan	Apr 22	5.0	5.0
15	Apr 22	Launch Management & Public Policy (Environmental & Sustainable Considerations)	Product Benefits and Drawbacks: 4 Pillars of Sustainability Assessment	Apr 29	5.0	5.0
16	Apr 29	Bringing it All Together	Final Exam Assignment: Business Model Canvas (BMC)	May 6	10.0	10.0
17	May 6	Business Model Canvas (BMC) Presentations	Course Summary	N/A	10.0	10.0
-	-	-	-	-	-	**100.00**