

Management of Product Development

MKTG 464A Section 81 Spring Quarter offering 2010. Syllabus version 2.0

Monday Evenings, 18:30 to 21:30 , Room TBD, Jacobs Center
Blackboard URL: TBD

Course Catalogue Description: New product design drives healthy companies, allowing organizations to differentiate from their competition and stimulate growth with sensitivity to changing consumer needs, and assuring an enterprise a strategic competitive advantage. But if that basic concept and the need for successful new products is commonly understood, why do some organizations succeed while others fail? Even in organizations with some great historical successes, it is often easier to find many more failures. There is a methodology, driven by a structured process, that allows surety and greater success in the development of new products. This course teaches that process for any student who may have the role of product manager, assuming that role includes new-product development. Areas of study include an overview of design and development including distinguishing factors for successful products, organizational structure for success, organizing the project into the appropriate phases and gates with go/no-go criteria, and developing a proposal format. The format will be from a consulting point of view (whether one is working as a consultant or with a consultant solving development programs) while assuring the manager a structure when working within one's own organization. Students will learn a basic knowledge of manufacturing techniques in order to more clearly speak and understand the language when working with engineers, industrial designers and production people, critical skills for those in a manufacturing-based organization or who deal with manufacturers. This mini-course is not intended to assure the manager proficiency as a designer, but rather to help the manager understand and manage the process of design and development in an efficient and professional manner.

Instructor: **James G. Conley** Center for Research on Technology & Innovation, Kellogg School of Management, Phone 847-491-4814, e-mail: j-conleya@northwestern.edu and

Session Schedule: Five class meetings, 180 minutes each 3/29, 4/5, 4/12, 4/19, and 4/26

Teaching Style: Product Development and marketing methods and practices will be introduced through demonstration and discussion in the first half of each class period. Industry specific examples will be investigated through case studies addressing firms in multiple sectors of the economy. The class discussions and assignments are designed to help us learn from each other.

Reference Materials: This course is a hybrid offering with no text dedicated to the subject available. There is however a case pack (reader) of materials/case studies. Most all the content of the reader is required to be read as scheduled unless otherwise noted as recommended content. Recommended content is supplemental. Instructors will do their best to make these materials available online. Additionally, there are a number of relevant and interesting recent books on the subject that will be referenced in lecture and discussion and for the future reading benefit of the course participants.