



Marketing 465
Introduction of New Products and Services
 Professor David Gal
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	Days	Time
Class Meeting Times	Monday	6:00 PM – 9:00 PM

Prerequisite: MKT 430

Overview

This course is an introduction to the marketing of new products. It is intended for people pursuing careers in marketing, product and service management, project management, brand management, product and service consulting, and entrepreneurial ventures.

This course is a project-based course. The project involves development of a concept pitch and marketing plan for a conceptually new product. Additional course content will include lectures, cases, and in-class concept development that will be integrated with insights from the project.

Required Material

- Course Packet

Evaluation of Work

	Weight	
• Class Participation & Attendance	30%	Individual
• Group Participation	10%	Individual
• Company Report	20%	Group
• Project	40%	Group
1. Concept Pitch	15%	
2. Marketing Plan	25%	

Each of these is discussed below.

1. Class Participation

Case discussions are one of the most valuable parts of the course and effective discussions are only possible if everyone is well prepared. It is important that you come to class prepared to carefully present and defend your analysis of the case.

In a typical case session, I will open with a few remarks and then ask for your opinions on the case. It is critical that you are prepared to “open” the case discussion with your analysis and take the case in a meaningful direction. If you are not well prepared, it is

better to admit this and pass. Both your classmates and I will quickly discern shallow comments.

I strongly encourage each student to prepare an executive summary of each case and bring this to class. When I cold call on you, this will help quickly organize your thoughts and lead to a more productive discussion.

During the case discussion, it is imperative to introduce your analysis. This may entail constructively challenging other opinions and analyses. It may also entail adding additional observations that offers new insight. The benefit that you will derive from this course will depend upon the extent to which you expose your own viewpoints or conclusions to the critical judgment of the class. You should view class participation both as an opportunity to ask questions to enhance your understanding as well as an opportunity to demonstrate your critical analysis of the material. *It is not an opportunity to listen to yourself speak.*

If you fear that your raised hand is being overlooked, please see me early in the quarter so that I can correct this error on my part.

Class participation is a large fraction of your grade. I assess your class participation at each session. Your class participation score starts at 0 and can increase or decrease (yes, it can be negative). Positive contributions increase your score. Attending class and saying nothing keeps your score at zero. Frequent absences from class, poor preparation, and detrimental participation decrease your score.

2. Group Participation

This is a hands-on, “learning-by-doing” class. During the course of the class, you will work with your group on multiple in-class assignments. On the last day of class, each of your other group members will evaluate your contribution to the group throughout the quarter.

3. The Course Project

The course project is a substantial part of your course grade. You should plan to work on the project for the entire quarter – this is not a project that you can start at the last minute. The project involves development of a concept pitch and marketing plan for a radically innovative product or service. This means the product or service should offer a discontinuous leap in the customer value proposition. Your concept may be for a product or service that could be developed by a startup company or by a particular established company, however, in all cases the concept must be “feasible” (i.e., no teleporters).

In the 5th week of the class, each group will make a **concept pitch presentation**. The concept pitch will last a maximum of 10 minutes and describe your concept. It should address the following questions:

- What is your concept?
- Who is your customer? What is your value proposition to the customer? Is it unique?

- Will the customer understand your value proposition?
- Can it be provided to the customer at a cost at which you can make a profit?
- Will you require collaborators? What is your value proposition to them?
- Can your concept lead to a sustainable advantage over competitors?
- Is your concept feasible? What resources will it require?
- What are the greatest challenges?

Evaluation of the concept pitch will be based on evidence that you have thought critically about the concept, the clarity of the presentation, and innovativeness of the concept.

A hard and electronic copy of your slides is due at the beginning of class.

In the 10th week of the quarter, each group will present their **marketing plan** to the class (there is no requirement for a written marketing plan). The marketing plan presentation will last a maximum of 15 minutes, and should follow the guidelines in “writing a strategic marketing plan” from your course pack. Evaluation of the marketing plan presentation will be based on evidence that you have thought critically about the strategy and tactics you will require to implement your concept and the clarity of your presentation.

A copy of your slides is due at the beginning of class.

4. Company Report

You will examine the new product development process at a large corporation and report your findings to the class. Your examination should include at least two interviews with individuals at the company involved either directly or indirectly with the company’s new product development process. The presentation should be 10-15 minutes in length and will take place during the 7th class period.

A copy of your slides is due at the beginning of class.

5. Honor Code

The Kellogg Honor Code is applicable in this class. The complete text of the Honor Code is available on the Honor Code web site.

<http://www.kellogg.nwu.edu/student/gma/honor/index.htm>

The Honor Code is enforced at Kellogg and violations are subject to disciplinary sanctions.

General ethics and honor code concerns may apply to the specific components of this course as follows:

- **IP Issues and NDAs:** Your team project may include intellectual property issues, for example, if you choose to do a project on a product you may one day launch, or for a company for which you may one day work. You are responsible for discussing these issues with your teammates, classmates, and professor. It is strongly recommended

that you have a signed non-disclosure agreement for sensitive issues before you begin working together on your project. You will also need to present your project to the professor and to the class. If your project is “Top Secret” it may not be suitable as a class project.

- **Working in Groups:** I expect you to have a full understanding of any written material you, or somebody else on behalf of you, submit(s) with your name on it. You must come to this understanding in collaboration with your group and you must be completely familiar with the material and be able to answer questions about the assignment. Substantial contribution by each group member is expected. The act of signing the assignment signifies that you have substantially participated in the preparation of the assignment.

6. Schedule

Week	Assignment Due	Class Focus
1		Customer Preferences
2		Customer Preferences
3		Customer Preferences
4		Opportunity Identification
5	Concept Pitch	Opportunity Identification
6		Opportunity Identification
7	Company Report	Strategy & Tactics
8		Strategy & Tactics
9		Strategy & Tactics
10	Marketing Plan	Conclusion

7. Cases

Cases will include: Intel, Pepsi, Williams Sonoma, Capital One, Russian Standard Vodka, Facebook, Cialis, and Sony Aibo.