

**Kellogg School of Management  
Northwestern University**

**Marketing 465, Section #71  
Introduction of New Products and Services  
Fall, 2009**

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Lecturer in Marketing**

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***Location:*  
Wieboldt Building, Room TBD**

***Times and Dates:*  
Wednesday evening: 6pm-9pm  
September 23 to December 2 (no class November 25)**

**Course Objectives:**

**This course is designed to familiarize students with leading-edge principles and practices in the development and introduction of new products and services. The course will operate on two levels:**

- (1) how successful organizations manage this mission-critical task**
- (2) how you can build your own skills with hands-on assignments**

**This class will be of interest to students who plan to pursue careers in marketing, product or services management, consulting, or entrepreneurial ventures. Class materials will ensure global and multi-industry perspectives.**

**The class will be as interesting as the student's participation and engagement. Marketing new products and services is all about leading innovation through a productive tension of discipline and creativity. This class will provide the opportunity to build your capabilities as strategists and innovators.**

**Grading:**

Short paper.....	10%.....	individual
In-class participation.....	25	individual
Mid-term case.....	25	individual
Final team presentation...40		group

**Course Materials:**

- (1) Case Pack
- (2) Optional book list—no assigned texts

**Course Outline and Assignments:**

**September 23**

*Introductions and Expectations*

Enterprise Strategy: New Products and Services

In class case: Stick to the Core—or Go for More?”

**September 30**

*Principles for Success and Failure: New Products and Services*

Read: “Know a Winning Business Idea When You See One”

“Break Free from the Product Life Cycle”

“Why Some New Products Are More Successful Than Others”

Class Guest from Industry

**October 7**

*Leading Innovation with Discipline and Creativity: Best Practices for NPD*

Read: “Doing it Right: Winning with New Products”

“Is Your Product-Development Process Helping—or Hindering—  
Innovation?”

“New Product Development Imperative”

“How Pixar Fosters Collective Creativity”

“Managing the Process of Innovation”

Class Guest from Industry

**BRIEFING PAPER DUE**

## **October 14**

### ***Opportunity Identification***

Read: “Turning Customer Input into Innovation”  
“Harnessing the Power of the Customer”  
“The Weird Rules of Creativity”

Prepare: McDonald’s Case

Class will include video of IDEO innovation team in action

## **October 21**

### ***Concept Development and Evaluation***

Read: “Discovering New Points of Differentiation”  
“Concept Testing”  
“PreTest Market Models: A Critical Evaluation”

Class Guest from Industry

Prepare: General Mills Yoplait Case

## **October 28**

### ***New Product and Services Prototyping, Testing, and Pipeline Management***

Read: “Product Development Practices that Work: How Internet Companies Build Software,”  
“Is it Real? Can We Win? Is it Worth Doing?,”  
“Calculated Risk: A Framework for Evaluating Product Development”

**MID-TERM PAPER DUE**

## **November 4**

### ***New Products and Services: Pricing, Positioning, Branding and Naming***

Read: “Pricing New Products,”  
“Designing the Right Product Offerings”  
“Finding the Right Job for Your Product”

Prepare: Medi-Cult: Pricing a Radical Innovation

**LECTURER/CLASS ‘CHECK IN TIME’ FOR FINAL PRESENTATIONS**

## **November 11**

*Winning at Retail*

Read: "Supply Chain Experts Get Their Say on Product Design"

Class Guest from Industry

*Public Policy Issues and NPD*

## **November 18**

*Launch Marketing: Rules of the Road*

Class Guest from Industry

*Mastering the Organization Dynamics of NPD; Leading Global NPD*

Read: "Creativity is Not Enough,"

"Connect and Develop: Inside Procter & Gamble's New Model for Innovation"

"Strategies of Effective New Product Development Team Leaders"

"The New Practice of Global Product Development"

## **December 2**

*FINAL PRESENTATIONS*

## Assignments

The briefing paper (individual work,) mid-term (individual work,) and team presentation assignments will be explained in detail during the first class.

The team presentation will be a “pitch” for a new product or service, utilizing the strategic thinking tools that we will discuss during the course. Each team will deliver a 10-12 page power-point presentation.

Teams will be graded for demonstrating the use of best practices that we will discuss in the class, exercising critical thinking and judgment, demonstrating well-constructed rationale for key recommendations, and creativity.

### Recommended Books:

No text is required. Optional books, which I have found to be useful resources over the years, include the following:

New Product Management, 9<sup>th</sup> Edition,  
C. Merle Crawford and Anthony Di Benedetto  
McGraw-Hill, 2008

Leading Innovation  
Jeff DeGraff & Shawn E Quinn,  
McGraw-Hill, 2007

Managing New Products  
Thomas D. Kuczmarksi  
The Innovation Press, 2000

The PDMA Handbook of New Product Development  
Milton D. Rosenau, Editor  
John Wiley and Sons  
1996

**HONOR CODE:** Naturally, the Kellogg Honor Code is in effective for this class. The complete text of the Honor Code is available on the Honor Code web site:

[http://www.kellogg.northwestern.edu/stu\\_aff/policies/honorcode.htm](http://www.kellogg.northwestern.edu/stu_aff/policies/honorcode.htm)

**IP Issues and NDAs:** Your team project may include intellectual property issues, for example, if you choose to do a project on a product or service you may hope to launch. You are responsible for discussing these issues with your team-mates, class-mates, and lecturer. It is strongly recommended that you have a signed nda for sensitive issues before you begin working on your project. If your project is “top secret” or truly the basis of an entrepreneurial future, it may not be suitable for a class project.

**Classroom:** Food and drink that do not distract your class-mates are fine. Please follow the Kellogg guidelines for classroom etiquette. Please restrict use of blackberries, laptops, etc to the break.