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, 9th 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

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.