



Marketing and Consumer Studies

MCS*4040 MANAGEMENT IN PRODUCT DEVELOPMENT Fall 2013



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Class Times and Location: **Monday at 10:00 – 11:20am in MACS 121**
Wednesday at 10:00 – 11:20am in MACS 121

Course Description and Objectives:

The major components of this course are new product strategy formulation, the role of technical and market research, the analysis of opportunities, management of development processes, product launches, government and regulatory controls.

This course is designed to inform students on the innovation process and the development of new products within an evolving consumer environment. The course is based on the belief that formal market research approach is superior to informal planning for new product introduction. Specific modules covered in this course include:

- opportunity identification
- concept generation
- concept evaluation
- product design
- sales forecasting, and
- product launch

Each student will also have the opportunity to apply concepts and techniques through class discussion, assignments, and a major project.

By the end of the course, students will be able to:

- Understand the concepts and techniques necessary to successfully launch a new product
- Identify and evaluate market opportunities using primary and secondary market research
- Perform a variety of market research approaches with the intent of creating new products based on customer insight, and

- Effectively communicate new product idea in a well-written report with realistic financial projections.

Course Materials and Resources:

This course uses a variety of materials and resources. One of your primary resources will be the course website (<http://courselink.uoguelph.ca>). All announcements, required and recommended readings, assignments and updates will be posted here. Check this site often. You will also require:

1. Case Booklet: available in the University bookstore in the MacNaughton Building.
2. Software: SPSS available in computer lab MAC 311a.

**Please note that it is mandatory to purchase the case booklet as you will be receiving cases for in-class assignments as well as for your final exam. You will not receive your final exam without proof of purchase of the case booklet.

Your TA will be attending the first few classes to record your proof of purchase. Alternatively, you may contact him/her directly.

Method and Timing of Evaluation:

Your performance will be evaluated based on the following:

Assignment/Examination	Date	Marks allocated
Contribution	Daily	29
Assignment 1: Opportunity Identification	September 23 rd	15
Assignment 2: Consumer Insights Report	October 18 th	20
Final Exam – Take home exam	Due December 2 nd	30
Research Component	End of term	6
TOTAL		100

Class Contribution

I expect you to be prepared for class. Assigned cases and readings should be reviewed in detail, and you should be ready to discuss each of them. Discussion questions will be given for each class to help you prepare. I expect you to be actively engaged in the discussion – to contribute regularly and to take a leadership role in moving the discussion forward. I believe we are all equally responsible for the quality of the discussion, and that the value of the course depends on the individual contributions of each participant.

Assignment Descriptions

You will have two group assignments in this course. The first assignment will be to develop a survey for a new product concept. You will be responsible for writing the new product concept and designing the questionnaire.

The second assignment will be a report summarizing the results of the consumer insights you collect from your survey. You will need to distribute a minimum of 50 surveys to a representative sample of the target market for your new product.

More details on each assignment will be distributed in class.

Final Exam

The final exam for this course will be a case. You will receive the exam during our last class and will be responsible for writing a case report (i.e., analysis and recommendations) which is due on December 2nd at 4:30pm.

Please note that you will not receive the final exam if you have not provided proof of purchase of the case booklet to your TA.

Final examination conflict: Students are responsible for ensuring that they do not have a time conflict with examinations in other courses. You are not permitted to enrol in this course if you have a time conflict with another course.

Unless you have discussed an extension well ahead of the due date, late penalties of 5%/earned grade/day (including weekends) will be assigned. Extensions will only be granted on the basis of extenuating circumstances.

If you are registered with the Centre for Students with Disabilities and will require some form of accommodation in the completion of the required learning activities for this course, please meet with me during the first week of classes.

Keep a copy of all of your graded work until final marks have been recorded. You may be asked to resubmit your work at any time.

Research Component

The purpose of the research component is to help students understand the research process underlying marketing management decision-making in different situations. Students can sign up to participate in research studies offered by the Department of Marketing and Consumer Studies available online through SONA and/or submit 2- page summaries on research articles that have appeared in either the Journal of Marketing Research or the Journal of Marketing Science.

Note: Students are welcome to satisfy the research component through any combination of study participation or research article summarization.

- 6% equates to 6 credits.
- A 2-page summary of a research article is 2 credits.
- Study participation credit weight varies and will be displayed in SONA.

Research Article Instructions

Journal articles can be found at the library and/or online through Google Scholar (<http://scholar.google.ca/>). Research summaries should be submitted through Courselink via Dropbox.

Format Requirements

- Double-space all text but do not add an extra double-space between paragraphs or before/after headings.
- Use 12-point Times New Roman font
- 1 inch (2.54 cm) margins all around
- NAME, STUDENT ID #, and COURSE code and number and SECTION number must appear all on a **single line** in the report at the top of the page.
- The title should include the research article title and author.
- Maximum of two pages. Minimum one page. No exceptions.
- File format must be one of the following or your report will not be marked:
 - doc, docx, rtf or pdf.
- APA formatting to be followed

Marking Rubric for Article Reports

Description of study objective	
(What was the study described in the article about? What, specifically, was the research team examining?)	1
Description of research methodology	
(Describe briefly the stages in the research process that was used in the study described by the article. How was data gathered? What was the importance of each stage of this process?)	1
Review key findings of the study as explained in the article	
(Give us your opinion about the article. Could you suggest improvements to the study? What was done well in this study, in your opinion?)	1
Total	3 marks (2 credits or 2%)

Note: A penalty of one mark of three (1 of 3) will be applied if the reports does not meet format requirements.

Research Participation Instructions

1. Go to the following website: [SONA System Website](http://uoguelph-mcs.sona-systems.com) (uoguelph-mcs.sona-systems.com)
2. Your login information should have been e-mailed to you by the first day of class. Your username will be the same as your U of G username (the one you use to login to Courselink), however, your password has been randomly generated.
3. If you joined the class late, changed courses, or are having trouble logging in, contact the SONA System Administrator at amarandu@uoguelph.ca
4. Once you login, you should be able to manage your account including your profile and schedule, and most importantly you can now view and sign up for studies.

The last day to submit your research component is Thursday, November 28th at 11:59pm.

Research Component enquiries should be directed to the SONA System Administrator at amarandu@uoguelph.ca.

Tentative Course Schedule and Key Dates:

Week	Class	Module	Reading Assignments
1	Monday, September 9th	Introduction	Pick groups (max 5 students)
	Wednesday, September 11th	Opportunity Identification	*Handout survey – for use in class on Sept. 23 rd 1. “Product development: A Customer-Driven Approach; Business Fundamentals: New Product Development;” Harvard Business School Press, pages 25-46. 2. “Knowing a Winning Business Idea When You See One”, Harvard Business Review on Innovation **Assignment 1 distributed today ***Pictures taken in-class
	Thursday, September 12 th		GUEST SPEAKER: Derek Cairns Workshop: How to write a product concept Location: MINS 300 Time: 5:30 – 8pm
2	Monday, September 16 th		Readings: Creating Breakthrough Products Innovation From Product Planning to Program Approval, by Jonathan Cagan and Craig Vogel **distributed in class on Wednesday, September 11 th
3	Wednesday, September 18 th		NO CLASS
	Monday, September 23 rd	Concept Generation	Assignment 1 Due Today at beginning of class Class Location: MAC 311a SPSS lab –Perceptual Mapping
	Tuesday, September 24 th		Guest Speaker: Alyssa Rodrigo Research Manager Ipsos ASI Location: MINS 300 Time: 5:30 – 7:00 pm
	Wednesday, September 25 th		SPSS lab continued – Factor Analysis Class Location: MAC 311a
4	Monday, September 30 th		Guest Speaker: Sandy Auld, Director of Research Ethics Board **Assignment 2 distributed today
	Wednesday, October 2 nd		Readings: Introductory Note on the Case Method, by John S. Haywood-Farmer

			Case: Pearson`s Successmaker: Putting the Customer First in Transforming Product Development Processes
5	Monday, October 7 th		Case: TruEarth Healthy Foods: Market Research for a New Product Introduction
	Wednesday, October 9 th		Case: Nestle Italy
6	Monday, October 14 th		HOLIDAY – NO CLASS
	Wednesday, October 16 th		NO CLASS **Assignment 2 Due Friday, October 18 th at 4:30 in MINS 205.
7	Monday, October 21 st	Concept Evaluation	Case: Bayernwerk A.G. (A): Responding to Deregulation
	Wednesday, October 23 rd		Class Presentations
8	Monday, October 28 th		Class Presentations
	Wednesday, October 30 th		Class Presentations
9	Monday, Nov. 4 th		Class Presentations
	Wednesday, Nov. 6 th	Product Design and Development	Case: Design Thinking and Innovation at Apple Readings: The Top Ten Product Mistakes – And How To Avoid Them, by Martin Cagan, Ivey Business Journal, January/February 2006
10	Monday, Nov. 11 th	Product Launch - Segmentation, Targeting, and Positioning	Case: Clean Edge Razor: Splitting Hairs in Product Positioning
	Wednesday, Nov. 13 th		Case: Vincor: Project Twist
11	Monday, Nov. 18 th		Case: Maple Leaf Simply Fresh (A)
	Wednesday, Nov. 20 th	Post launch – managing your product	Case: Launching Krispy Natural: Cracking the Product Management Code
12	Monday, Nov. 25 th		Case: Kraft Foods: The Coffee Pod Launch (A)
	Wednesday, Nov. 27 th		Case: Keurig: From David to Goliath The Challenge of Gaining and Maintaining Marketplace Leadership
	Thursday, Nov.	Course Wrap Up	Exam distributed in class

28 th		
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Note: The schedule of learning activities may require modification from time to time. Any changes will be announced in class and/or on the Courselink site.

Policies and Regulations

All students are expected to abide by the University's academic regulations in the completion of their academic work, as set out in the undergraduate calendar (see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/index.shtml>). Some regulations are highlighted below:

Academic Misconduct:

The University of Guelph is committed to upholding the highest standards of academic integrity and directs all members of the University community – faculty, staff and students – to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission.

To better understand your responsibilities, read the Undergraduate Calendar at: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml> You are also advised to make use of the resources available through the Learning Commons (<http://www.learningcommons.uoguelph.ca/>) and to discuss any questions you may have with your course instructor, teaching assistant, Academic Advisor or Academic Counselor.

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

Academic Consideration:

Students who find themselves unable to meet course requirements by the deadline or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on Academic Consideration in the Undergraduate Calendar (http://www.uoguelph.ca/undergrad_calendar/c08/c08-ac.shtml) and discuss their situation with the instructor, Program Counsellor or Academic Advisor as appropriate.

Research Ethics:

Please note that if you are collecting any information from human subjects, you must follow research ethics board's rules about use of human subjects. These are

1. The research participants must be drawn from the general adult population, capable of giving free and informed consent and may not include vulnerable participants such as children; persons who are not legally competent to consent; mentally incompetent persons; legal wards or persons dependent upon the researcher(s) for therapeutic care.

2. The student projects must not involve any personal, sensitive or incriminating topics or questions which could place participants at risk.
3. The student projects must not manipulate behaviour of participants beyond the range of “normal” classroom activity or daily life.
4. The student projects must not involve physically invasive contact with the research participants.
5. The student projects must not involve deception.

Please note that if you plan on using on-line surveys and using SurveyMonkey then you must tell participant that your research is not anonymous, and must state that the data will be subject to US privacy laws.

Religious Holidays:

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made. For further information see

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-accomrelig.shtml>

University Grading Scheme:

This course follows the University grading scheme outlined in the University Calendar:

A+	90-100%	Excellent: An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
A	85-89	
A-	80-84	
B+	77-79	Good: A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
B	73-76	
B-	70-72	
C+	67-69	Acceptable: An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
C	63-66	
C-	60-62	
D+	57-59	Minimally acceptable: A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
D	53-56	
D-	50-52	
F	0-49	Fail: An inadequate performance.

Code of Conduct – The Top Ten

As a student in the Department of Marketing and Consumer Studies, College of Management and Economics at the University of Guelph, you are a member of a scholarly community committed to improving the effectiveness of people and organizations, and the societies in which they reside, through groundbreaking and engaging scholarship and pedagogy. We seek to promote a comprehensive, critical and strategic understanding of organizations, including the complex interrelationship between leadership, systems (financial and human) and the broader social and political context. And, we prepare graduates for leadership roles in which organizational objectives, self-awareness, social responsibility and sustainability are primary considerations.

In keeping with this commitment, we expect all of our students (indeed – all members of our community) to act in a professional and respectful manner to fellow students, staff and faculty, as well as to members of the broader university and local community. This expectation is very much in keeping with your preparation for a professional career.

The following conduct is expected of all of our students:

1. Come to class prepared to learn and actively participate (having completed assigned readings, learning activities etc.).
2. Approach your academic work with integrity (avoid all forms of academic misconduct).
3. Arrive on time and stay for the entire class. If you happen to be late, enter the classroom as quietly as possible. At the end of class, apologize to the faculty member for the interruption. If you have to leave class early, alert the faculty member in advance.
4. If you know in advance that you are going to miss a class, send an email to the faculty member letting him/her know that you will be absent, with a brief explanation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone) that is not relevant to the learning activities of that class. Turn off your cell phone at the start of each class.
6. Listen attentively and respectfully to the points of view of your peers and the faculty member. Don't talk while others have the floor.
7. Raise your hand when you wish to contribute and wait to be called upon. Challenge others appropriately, drawing on reason and research rather than unsubstantiated opinion, anecdote and/or emotion. Keep an open mind and be prepared to have your point of view challenged.
8. When sending emails to faculty, apply principles of business writing; use a professional and respectful style (use a formal salutation, check for spelling and grammatical errors, and avoid slang and colloquial short forms).
9. When making a presentation, wear business dress.
10. Provide thoughtful feedback at the completion of all courses (we are committed to continuous improvement but need your input to help us decide what to focus on).