Description: New Product Development and Marketing

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
</tr>
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<tbody>
<tr>
<td>MKT</td>
<td>8004</td>
<td>14315</td>
<td>2, 2002</td>
<td>EXT</td>
<td>1.00</td>
<td>TWMB</td>
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Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080599

STAFFING
Moderator: Graham Jocumsen

PRE-REQUISITES
Pre-requisite: MKT 5000

SYNOPSIS
This course acknowledges that the product is an important component of the marketing mix. This course provides an overview of the steps necessary to develop a product from an idea through to commercial reality. While products are often developed through ideas and the availability of technologies, others are developed in response to demonstrated customer needs. Formal and informal idea generation methods are considered as well as techniques for evaluating the product concepts as they progress through the new product development process. The formal role of market research attribution analytic techniques such as conjoint analysis and perceptual mapping are also considered. Technical evaluation of the product, physical design and product testing are addressed. Finally the commercialisation stage is examined.

OBJECTIVES
On successful completion of this course students will be able to:

- Describe how the new product development process is interconnected with the firm's strategic directions;
- Explain the critical issues of managing a creative environment which is important in innovation;
- Prepare detailed briefs for marketing researchers who generate consumer based data for a new product development process;
- Interpret the output from idea generation, product screening and evaluation methods;
- Ensure the new product development process adheres to sound ethical principals and conforms with public policy issues;
• Prepare a marketing plan to commercialise products.

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Overview and key concepts</td>
<td>3.00</td>
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<tr>
<td>2. The new product process and strategic planning for new products</td>
<td>8.00</td>
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<td>3. Concept generation</td>
<td>12.00</td>
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<td>4. Pretechnical evaluation</td>
<td>18.00</td>
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<td>5. Technical development</td>
<td>25.00</td>
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<td>6. Commercialisation</td>
<td>32.00</td>
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<tr>
<td>7. Public policy issues</td>
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**TEXT and MATERIALS required to be PURCHASED or ACCESSED:**

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.


**REFERENCE MATERIALS**

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.


**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
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<tbody>
<tr>
<td>Directed Study</td>
<td>45</td>
</tr>
<tr>
<td>Private Study</td>
<td>60</td>
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<tr>
<td>Project Work</td>
<td>60</td>
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**ASSESSMENT DETAILS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tr>
<td>ASSIGNMENT 1 - REPORT</td>
<td>25.00</td>
<td>25.00</td>
<td>Y</td>
<td>23 Sep 2002</td>
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<tr>
<td>ASSIGNMENT 2 - REPORT</td>
<td>35.00</td>
<td>35.00</td>
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<tr>
<td>TWO HOUR EXAM</td>
<td>40.00</td>
<td>40.00</td>
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<td>END S2</td>
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</table>

(see note 3)

**NOTES:**

3. You will be notified of the official examination date when the scheduling is finalised.

**OTHER REQUIREMENTS**

1. To be assured of a passing grade in this course students will be required to obtain at least 50% for the assignments in aggregate; at least 50% in the final examination; and an overall mark of at least 50%. Final grades for the course will be determined by the addition of the marks obtained in each assessment item, weighted as in the Assessment Details. To be assured of a B grade students will be required to obtain an overall mark of 65%. To be assured of an A grade students will be required to obtain an overall mark of 75%. To be assured of a HD grade students will be required to obtain an overall mark of 85%.

2. Due Date: The due date for an assignment is the date by which a student must despatch the assignment to the university. The onus is on the student to provide, if requested, proof of despatch. In the absence of proof, the Course Leader will apply the late penalty. Extensions: Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The Course Leader shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. Length of extensions: Up to
one week’s extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 20% per working day will apply. Extensions beyond one week are not allowed unless express permission is obtained from the Course Leader. Extensions beyond one week are only granted in extreme circumstance because model answers may be distributed after this time. If you are likely to require an extension for a longer period than one week, you must contact the Course Leader for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: - the date the medical condition began or changed; - how the condition affected the student’s ability to study; - when it became apparent that the student could not submit the assignment. As a rule, you will be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you do not need to contact the Course Leader unless you require an extension of longer than one week. Extensions for family/personal reasons: In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: - the date the student’s personal circumstances began or changed; - how the circumstances affected the student’s ability to complete the assignment; - when it became apparent that the student could not complete the assignment. In the case of an extension for family/personal reasons you must contact the Course Leader before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student’s employer stating: - the date the student’s employment began or the conditions of employment changed; - how this prevents the student from completing the assignment. In the case of an extension for employment-related reasons you must contact the Course Leader before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.

3 Text Books: Please note that it is the responsibility of the student to acquire a copy of the textbook as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ bookshop.

4 Students must retain a copy of all assignments, which must be provided if/when required by the Course Leader.

5 Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.

6 Students must put the ‘word count’ for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or
appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.

7 A Residential School will be cancelled if insufficient numbers, {10 for undergraduate/5 for postgraduate}, are enrolled by the cut-off date for enrolling in School. If a student's School is cancelled, they will be notified and they can then contact the Course Leader to arrange an informal meeting at a mutually convenient time.