

## New Product Management Syllabus - Fall 2007

### Marketing 221-002

Mon-Wed 12:00-1:20

JMHH 345

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### Objectives

The purpose of this course is to learn about various issues and techniques for use in new product management.

The idea behind the course is to go through the processes to discover an idea for a new product, design the product, formulate a marketing plan, forecast profits and risks, and prepare a proposal to convince potential investors.

### Resources

Website: See under Educational methods section at <http://jscottarmstrong.com>

Text: None required, as I will base the exam only on material presented in class, handouts, and on the designated web sites. If you like to use a text, you might consider *Product Design and Development* by Ulrich (2007).

### Process

We will follow the syllabus unless we agree to make changes. If you have questions, or if there are any ambiguities or errors in this outline, send me an e-mail. Changes will be reflected in the electronic version, which is located at SPIKE and at my homepage <http://jscottarmstrong.com> under Educational materials.

### Grading

The grading will be as follows:

class contributions (e.g., written reports + oral)	40%
in-class exam	30%*
your learning portfolio (5 pages+ 5 page appendix)	30%
No final exam.	

\*Bonus of 10 points for taking the exam. If you miss the exam 50% class and 50% learning portfolio

**On the written and oral reports, feel free to use** the “Checklist for Writing management reports” and “Checklist for Making Oral Presentations” both at <http://jscottarmstrong.com> under Educational Methods, or just enter the title in a Google Advanced Search.

**S 1. \_\_\_\_ Oct. 24 (W) Introduction**

**Class:** We will begin developing your checklist to guide the selection of new products. You should expand on this checklist as the course progresses.

\_\_\_ Discuss what will increase the likelihood of developing and identifying a useful new product proposal.

**Follow-up:**

\_\_\_ Read “What Makes Winners and Losers.” (To be handed out in class).

\_\_\_ Update your checklist for the selection of successful new products and put it on a spreadsheet.

\_\_\_ Start working on the Velikovsky case (Available at <http://jscottarmstrong.com>)

**S 2. \_\_\_\_ Oct. 29 (M) Nurturing Creativity: Finding and Developing New Products**

**Class:** Lecture/in-class case/discussion on techniques on creativity.

**Follow-up:**

\_\_\_ Read “Nurturing Creativity.” (That paper is on <http://advertisingprinciples.com> under “creating ads.” Also, examine the Group process techniques on the Educational Materials page at <http://jscottarmstrong.com>.)

\_\_\_ Continue working on the Velikovsky case

**S 3. \_\_\_\_ Oct 31 (W) Structuring New Product Problems**

**Preparation:** Prepare the Velikovsky Affair (Available at <http://jscottarmstrong.com>) under Educational Materials/Product Policy). *Put yourself in the role of the manager and provide recommendations to your top management.* The case has an optimal solution, but it is seldom obvious to people. It requires time and techniques. (You will know if you have found the correct answer. If you are unsure, then you probably haven’t.) All necessary information is contained in the case description. Do **not** seek additional information (e.g., no Google). Try to apply the techniques of “brainwriting,” and the “systems approach.” (See the paper on the Systems Approach at <http://jscottarmstrong.com>.) Feel free to work with others on this.

**Class:** Present your recommendations for the Velikovsky case. Please do this as if you were reporting to top management at Macmillan. *Provide a one-page Executive Summary from your group and a one-page appendix on the application of techniques and principles from the course.*

**S 4. \_\_\_\_ Nov 5 (M) Planning Process for New Products**

**Class:** A lecture/discussion on the key aspects of formal planning. Start working on the M-car Case (Available at <http://jscottarmstrong.com>)

**Your role:** Assume that it is now one year before the launch and that National Motors has called you in as an outside consultant because they heard that you were experts on formal planning and that you had some useful techniques that you have applied to this problem. While they believe that the M-Car will be a big success, they want some reassurance.

**S 5. \_\_\_\_ Nov. 7 (W) *Planning Process continued***

**Class:** Present your recommendations for the M-Car Case in less than ten minutes. Do this as if you were actually presenting to top management at National Motors. Your job is to persuade management to follow your suggestions.

*Provide a one-page Executive Summary from your group with a one-page appendix showing application of techniques & principles from the course.*

**S 6. \_\_\_\_ Nov 12 (M) *Design***

**Class:** Lecture/ Discussion on design of products

**Follow-up:** Form a group and apply the design principles to an existing product. How could you improve the design? To be presented at a later session.

**S7 \_\_\_\_ Nov 14 (W) *Forecasting Sales***

**Class:** Lecture discussion on new product forecasting

**S8. \_\_\_\_ Nov. 19 (M) *Research for new products***

**Class:** Lecture/discussion about research on new product.

Present your ideas on improving the design of an existing product and *provide a one-page management summary from your group plus one page on the application of techniques and principles from the course.*

**S9. \_\_\_\_ Nov 21 (W) *Legal & Ethical Issues***

**Class:** In-class exercise

**S 10. \_\_\_\_ Nov 26 (M) *Product Portfolio Management***

**Class:** In-class exercise

**S 11. \_\_\_\_ Nov 28 (W) **Exam****

**S 12. \_\_\_\_ Dec 3 (W) *Managing Product Satisfaction***

**Class:** In class exercises

**S 13. \_\_\_\_ Dec 5 (M) *Developing and Communicating a New Product plan***

**Due:** Submit your Learning Portfolio. Include your Guidelines for developing and communicating a new-product plan. (five-page maximum, space and a half, 10-point Times Roman font). Appendix of up to five pages.