

January 4, 2008

New Product Management Syllabus - Spring 2008

Marketing 221-001

Mon-Wed 3:00-4:30

Room: JMHH F90

J. Scott Armstrong

Office: 747 Huntsman

Phone: 215-898-5087 (w); 610-622-6480 (h) [it is easiest to reach me at the home phone]

Office fax: 215-898-2534; e-mail: armstrong@wharton.upenn.edu;

website: <http://jscottarmstrong.com>

Objectives

The purpose of this course is to learn about principles and techniques for use in new product management. We will go through the processes to

- 1) discover an idea for a new product,
- 2) design the product,
- 3) formulate a marketing plan,
- 4) forecast profits and effects on other stakeholders
- 5) assess and manage risks, and
- 6) prepare a proposal to properly inform potential investors.

Resources

Website: See under

I will base the exam only on material presented in class, handouts, and on these web sites.

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

<http://forecastingprinciples.com>

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 web cafe and at my homepage <http://jscottarmstrong.com> under Educational Materials.

Grading

The grading will be as follows:

class contributions (e.g., oral reports)	20%
in-class exam	40%
Venture proposal	40%

On the written and oral reports, 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.

On the class contributions, I look for people who can help to create a positive learning experience, offer useful feedback to others in a clear and presentations, and demonstrate good applications of principles and techniques.

The Venture Proposal involves your selection of a new product and your development of a venture proposal. It will be graded on (1) the application of techniques from the course and (2) your ability to write a persuasive venture proposal. The report should consist of a management abstract, five-page maximum report (space and a half, 10-point Times-Roman font) and an appendix of up to ten pages. Follow the Checklist for Written Management reports.

I do not require attendance, but here are some reasons why you might want to come to class:

(1) I can save time for you by picking out the key points; if you want to read further, there are follow up readings that go into more detail. These are the points that are most likely to go on the exams.

(2) You will get some sense of what to look for in the readings and to decide how to allocate your time to the readings.

(3) You will work through exercises that are designed to help you understand and remember the techniques/principles. This can help with the Venture Proposal.

I will draw all of the exam questions from things that I discuss in class. These are the things that I will be looking for on the venture proposal.

If you have suggestions on how to improve the course, or if you need advice on how to reach your objectives, the most effective way to reach me is via e-mail.

S 1. ____ Jan. 16 (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>)

[Jan 21 Martin Luther King day]

S 2. ____ Jan. 23 (W) Nurturing Creativity: Finding and Developing New Products

Class: (1) Lecture/in-class case/discussion on techniques on creativity.
(2) Form groups.
(3) Decide on a new product idea for your group’s Venture Proposal.

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>.

___ Select a name for your group. Use the procedures in “Suggestions for Naming Products or Companies on the Educational Materials page at <http://jscottarmstrong.com>.”

S 3. ___ Jan 28 (M) *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:

* (1) **Present your group name and how you selected the name. Provide hard copies for everyone in the class.**

(2) Present oral report of ten minutes on your recommendations for the Velikovsky case. Please do this as if you were reporting to top management at Macmillan.

Follow-up: Apply techniques from the Velikovsky Affair to your project

S 4. ___ Jan 30 (W) *Planning Process for New Products*

Preparation: Start working on the M-Car Case (Available at <http://jscottarmstrong.com>).

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.

Class: A lecture/discussion on the key aspects of formal planning so that you can apply these to the M-Car case.

S 5. ___ Feb 4 (M) *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.

Follow-up: Apply techniques from the M-Car case to your project.

* **Submit a time line for your project**

S 6. _____ Feb. 6 (W) Design

Class: Lecture/ Discussion on design of products. In class, we will use creativity techniques to come up with ideas for new products

Follow-up: Apply techniques from the design session to your project

S7 _____ Feb.11 (M) Forecasting for new products

Class: Lecture/discussion on new product forecasting

Follow-up: Apply techniques from the forecasting session to your project.

S8. _____ Feb. 13 (W) Applying forecasting methods to your project

Class: Continue applications to your project.

S9. _____ Feb. 18 (M) Synergy

Class: In-class exercises

Follow-up: Apply techniques from the synergy session to your project.

S 10. _____ Feb. 20 (W) Legal & Ethical Issues

Class: In-class exercises

Follow-up: Apply techniques from the legal & ethical session to your project.

S 11. _____ Feb. 25 (M) Exam

S 12. _____ Feb 27 (W) Communicating the Venture proposal

Follow-up: Apply techniques from the communication session to your Venture proposal; raise questions relevant to your projects.

S 13. _____ March 3 (M) Project reports

Class: The time will be equally divided among the teams

S 13. _____ March 5 (W) Last session

March 19: Submit your Written Venture proposal. Management abstract, five-page maximum report (space and a half, 10-point Times-Roman font). Appendix of up to ten pages. Follow the

Checklist for Written Management reports. Avoid jargon as managers will not know what you did (nor will I know.)