

School of Business and Nonprofit Management

Course Syllabus

BSE 3640 Fall 2014 **Brand Management and New Product Innovation**

"Innovation and marketing are the two basic roles of every business. All other functions support these roles." -- Peter Drucker

Instructor

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Marketing and
Entrepreneurship
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Office Hours

Mondays (10:00-2:00)
Tuesdays and Thursdays (1:30-2:00)

Required Text

Crawford, Merle and Anthony, Di Benedetto (2011). *New Products Management* 10e, McGraw Hill Irwin, 2011. ISBN 978-0-07-340480-6

Other course materials such as PowerPoints, articles, and assignment samples/guidelines, will be posted on Moodle.

Course Description

Students develop and evaluate a marketing plan for a product or service. Identifying markets, estimating demand, determining budgets, and evaluating the effectiveness of programs are emphasized. Creating product concepts; managing products through the product life cycle; understanding portfolio analysis; developing policies for pricing, advertising, sales marketing channels, and customer relations are discussed. Prerequisite: BSE 3610, 3620, 3630.

Class Format

This class utilizes lectures, class discussion, cases, team activities, quizzes, projects, and in-class exercises. Students are expected to be prepared and participate.

Course Objectives

1. Develop theoretical approaches to New Product Development (NPD)--marketing, technical, creative and design--and apply the tools and techniques involved in the strategy, organization, concept generation, evaluation, technical development and marketing of new products and services.
2. Apply management techniques to the New Product Development (NPD) and product life cycle (PLC) processes.
3. Understand the issues, opportunities, risks and uncertainties faced by organizations planning and launching new products and services.
4. Review current and emerging global NPD "best practices".
5. Build competencies required for global product management leadership, innovation, ethics and team building.

Individual Development and Education Assessment

The University is moving to a standard student assessment instrument based on the IDEA Center's recommended approach. This approach requests that the instructor identify three key overriding objectives of the class. "Rather than emphasizing teaching style or personality, the IDEA system focuses on student learning and the methods used to facilitate it," noted the IDEA Center (2009) when discussing its rating system.

The three IDEA goals are:

1. Develop specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.
2. Work with others as a member of a team.
3. Express yourself orally or in writing.

Student Expectations

Successful completion of the assignments in this course requires thorough preparation, critical analysis, and reflection, which, in turn, demand an adequate allocation of time and effort. **There is simply no shortcut to producing good, thoughtful work. As a result, I expect you to put forth an honest and enthusiastic effort towards your performance in the course.**

Submission of work

Written assignments are expected to be turned in/submitted electronically on time (at or before the start of class on the due date) and be single-spaced with 1" margins to allow me to easily insert comments. **No late assignments will be accepted** except for extreme and extraordinary circumstances (i.e., death in the family). I strongly encourage you to complete assignments well ahead of the due date so sudden, unforeseen circumstances do not preclude you from competently completing and submitting on time your assignments.