

**IMBA Program  
College of Commerce  
National Chengchi University (Taipei)**

**Practical New Product Development and Marketing  
Fall Semester, 2010**

**Course Syllabus**

- A. **Instructors:** Professor Lynn Y.S. Lin, Ph.D.  
Jana Jia Guo

B. **Overview**

This course will attempt to present and explain the practical, common procedures of New Product Management processes practiced by most multinational companies. It will include the development process of a new product (from ideation to commercialization) and its subsequent marketing plan and strategy. Mostly, it will draw from Prof. Lin's 39+ years of researching, analyzing and consulting marketers on new product/service developments and launchings. It would also emphasize the secrets of launching a new product successfully and understand the potential reasons of a new product's failure.

The learning's of developing and launching new products or services will be highlighted in the lectures. This is a course that consists of only a few theory but mostly empirical experiences and "marketing truths". It will not follow a textbook or collection of Harvard cases but from our actual past work in handling tens of thousands of new products/services in 60+ countries during the past 39 years.

C. **Reference Materials**

1. A.G. Lafley & Ram Charan: The Game Changer, Crown Business, NY, April, 2008.
2. Chris Denove and James D. Power IV: Satisfaction – How Every Great Company Listens to the Voice of the Customer, Penguin Books Ltd., 2006.
3. Merle C. Crawford and C. Antonio di Benedetto (2003), New Product Management, 7<sup>th</sup> Ed., Irwin McGraw Hill.
4. R.G. Cooper, Stage Gate Systems: A New Tool for Managing New Products; Business Horizons Vol. 33 (1990) pp. 44-54.
5. Xian-Hong Sun & Zhi-Guo Zhang: MengNiu Neinu, Peking University Press, October, 2005 (Inside Meng Niu).
6. Cheng Peng: Bao Jie Ying Xiao (P&G Marketing), Economic Science Publishing House (China), March 2003.

7. Shuo Wang “No. 1 Brand Made in China-Haier” Elegant Books (Taiwan), 2003.
8. Pete Blackshaw: Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000, Doubleday (2008)

#### D. Grading Policy

- New Product Project: 50%
  - Team presentation: 25%
  - Detail prospectus (ppt): 25%
- Final Exam: 30%
- Class Participation: 20%

#### E. Tentative Class Schedule

| <u>Date</u>   | <u>Topic</u>  |
|---|---|
| October 26<br>(7:00-10:00 p.m.)   | -- Lecture 1 - Class overview and the new product development challenges and process<br><br>-- Class will be divided into 4 teams to work on one of the 4-6 given new concept ideas<br><br>-- First team assignment (A.G. Lafley’s Book)  |
| October 28-30<br>(10/28, 7:00-10:00 p.m.)<br>(10/30, 9:30 a.m.–5:00 p.m.) | -- Lecture 2 – Tangible and Intangible Reasons for New Product Failure<br><br>Sample Concepts<br>Team Assignment 1:<br>-- Develop a new product/service concept<br>-- Design the testing process for your assigned concept<br>-- Consumer is Boss exercises: Consumers as a source of NPD<br>-- One short case report per team – with assigned short reading (one per team) <ul style="list-style-type: none"> <li>• The Story of Carlos &amp; Manta – Mexico (A.G. Lafley’s book: pp 37-40)</li> <li>• Nokia in India (A.G. Lafley’s book: pp 40-45)</li> <li>• Segmentation Example 1: Hugo Boss (A.G. Lafley’s book: pp 53-55)</li> <li>• Segmentation Example 2: Best Buy (A.G. Lafley’s book: pp 55-58)</li> </ul> --Everyone study A.G. Lafley’s book: P. 209 (“A.G. Lafley’s 11 Biggest Innovation Failures”) for in-class discussion tomorrow |
| October 30<br>(9:30 a.m.-5:00 p.m.)                                       | -- One short case report per team<br>-- Lecture 3 – Concept Testing   |

- Concept and Product Testing
- In-class survey exercise
- Lecture 4 – Questionnaire Design

Assignment 2 from “**Satisfaction**” Book:

1. Customer Satisfaction – Pages 1-10
2. Toyota’s Lexus – Pages 116-119
3. Sony’s Beta Max & JVC’s VHS – Pages 232-235
4. McCulloch Chainsaws & Homelite XL12 – Pages 235-237
5. Enterprise Rent-A-Car – Pages 42-45, 120-123
6. Craigslist.org – Pages 122-126
7. Cactus Petes & Ameristar – Pages 137-142
8. Progress Energy – Pages 98-101
9. Mike Diamond – Pages 65-69, 110, 239
10. Staples – Pages 65, 77-79, 161, 164
11. Advocates
12. Assassins

Assignment

- Product Performance and Value Exercises  
(Short Team Assignments)
- Search for appropriate consumer survey design and data for your project

October 31 (9:30 a.m.-5:00 p.m.) -- Lecture 5A – Survey Responses Among Asian, European and American Consumers and Their Interpretations  
-- Lecture 5B – Pre-Test Market Forecasting Models – BASES and Lin Model

November 2 (7:00-10:00 p.m.) -- Presentation of Assignment 2  
-- Lecture 6 – Marketing Plan  
- Design your own marketing plan – Team Project  
-- Lecture 6B – Impact of Free Sampling

November 6 (9:30 a.m.-5:00 p.m.) -- Lecture 7 – Secrets of New Product Success  
-- Team Project Review & Consultation

November 7 (9:30 a.m.-5:00 p.m.) -- Lecture 8 – Post Launch Tracking (U&A) and Analysis (A&P)  
-- Lecture 9 – Cases Examples of New Innovative Product Forecasting Before Launching  
-- Team Project Preparation & Consultation

November 9 (7:00-10:00 p.m.) -- Team Project Review & Consultation

November 13 (9:30 a.m.-5:00 p.m.) -- Team Project Presentation  
-- Final Exam (open-book)

April 20, 2010

Time Schedule for the course:

**Practical New Product Development and Marketing  
October - November, 2010**

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Taipei, Taiwan**

|                        |                       |         | <u>Cum. Hours</u> |
|------------------------|-----------------------|---------|-------------------|
| October 26 (Tuesday)   | 7:00 – 10:00 p.m.     | 3 hours | 3                 |
| October 28 (Thursday)  | 7:00 -10:00 p.m.      | 3 hours | 6                 |
| October 30 (Saturday)  | 9:30 a.m. – 5:00 p.m. | 7 hours | 13                |
| October 31 (Sunday)    | 9:30 a.m. – 5:00 p.m. | 7 hours | 20                |
| November 2 (Tuesday)   | 7:00 – 10:00 p.m.     | 3 hours | 23                |
| November 6 (Saturday)  | 9:30 a.m. – 5:00 p.m. | 7 hours | 30                |
| November 7 (Sunday)    | 9:30 a.m. – 5:00 p.m. | 7 hours | 37                |
| November 9 (Tuesday)   | 7:00 – 10:00 p.m.     | 3 hours | 40                |
| November 13 (Saturday) | 9:30 a.m. – 5:00 p.m. | 7 hours | 47                |