

School of Marketing and International Business

**MARK 402**  
**CONSUMERS, TECHNOLOGY & PRODUCT DEVELOPMENT**

Trimester Two 2009  
**COURSE OUTLINE**

---

**Names and Contact Details**

Course Coordinator: Peter Thirkell

RH 1105, Ph 4635086 Email: [Peter.Thirkell@vuw.ac.nz](mailto:Peter.Thirkell@vuw.ac.nz) Office Hours: Wed 2:00 – 4:00

**Trimester Dates**

Teaching Period: Monday 13 July to Friday 16 October 2009

End of Year Study Period: Monday 19 October to Monday 26 October 2009

**Withdrawal dates:** Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawlsrefunds.aspx>

**Class Times and Room Numbers**

Classes: RH G01 Thursday 11:30 – 2:30

**Course Content**

This is an elective course within the Marketing Honours Programme. It addresses the interplay between consumers and technology as a critical driver of effective product development processes. Students read topical and relevant sources from the marketing literature, complemented by seminar discussions, presentations, and group exercises.

**Course Learning Objectives**

By the end of this course students should be able to:

1. Interpret and critique current thinking in new product development, diffusion of innovations, consumer behaviour as it intersects with design and development concepts and processes, and technological innovation
2. Summarise marketing management issues relation to new product development processes from idea generation through to commercialisation, and explain the factors affecting success and failure of new product initiatives within organisations
3. Judge the viability of new product and service ideas, including concept testing and commercial assessment
4. Compare and hypothesise the effect of innovation, buyer behaviour and technology theses across industry types including fast-moving consumer goods, consumer durable, financial services, other services, and business to business

## Course Timetable

Date	Topic	Readings
Jul 16	Introduction to Consumers, Technology & New Product Development.	<i>Winning at new products (ch 1 &amp; 4)</i> <i>Drucker's insights on market orientation &amp; innovation</i> <i>Understanding the post-recession consumer</i>
Jul 23	Innovation, design and product development processes. Stage-Gate approach to NPD.	<i>Winning at new products (106-118)</i> <i>Market-based capabilities and financial performance</i> <i>Strategies for improving new product adoption</i> <i>Explicating dynamic capabilities (1319-1326)</i>
Jul 30	Diffusion of innovations – a core process-oriented concept. Consumer Need typologies.	<i>The customer-centred innovation map</i> <i>Debunking myths about customer needs</i> <i>Info, promo and adoption of innovative consumer durables</i>
Aug 6	New Product Development: Ideation and concept development	<i>Winning at new products (153-161)</i> <i>Ideation for product innovation</i> <i>Reinventing your business model</i> <i>Explicating dynamic capabilities (1326-1334)</i> <b>Essay due August 10th</b>
Aug 13	New Product Development: Sustainability as a core driver.	<i>Helping green products grow</i> <i>Nature and the industrial enterprise</i> <b>Project Progress report due</b>
Aug 20	Design and design thinking, and its links with marketing.	<i>Managing design and designers for strategic renewal</i> <i>Design thinking</i> <b>Selected article hand-in</b>
Aug 27 Sept 3	<b>Mid-trimester Break</b>	
Sept 10	Organising for New Product Dev Topic presentations	<i>Rethinking marketing: Peter Drucker's challenge</i> <b>20 min class presentation and discussion</b>
Sept 17	Reflections on Stage-Gate model Topic presentations	<i>Optimizing the Stage-Gate process</i> <b>20 min class presentation and discussion</b>
Sept 24	Co-creation and other topical areas relating to Consumers, Technology & NPD	
Oct 1	Project preparation time	
Oct 8	Project Presentations	<b>15 min class presentation and discussion</b>
Oct 15	Course summary and review	<b>Final Project written report due</b>

### Course Delivery

The students are expected to prepare for seminar discussions, presentations, and group exercises.

### Expected Workload

In total you are expected to do about 150 hours work for MARK 402, spread over a 15 week period (the 12 teaching weeks, mid-trimester break, and study week). In reality there will be busy periods around the essay and project deadlines, but the nature of the course requires that you work steadily from the first seminar session. Thoughtfulness and reflection are critical to gaining the most from this course. As a guide, the workload will be spread as follows:

1.	Seminars	33
2.	Reading	42
3.	Essay	16
4.	Project	48
5.	Presentations	12

### Readings

These are set out in the course timetable below, with full references to obtain copies listed on the Blackboard site for MARK 402. Copies of selected chapters from the book *Winning at New Products* (2<sup>nd</sup> Edition) by Robert G. Cooper are also provided to students directly in the first class.

### Assessment Requirements

MARK 402 is 65% internally assessed based on a written essay, an article critique, a major assignment, and a progress report on the major assignment. The remaining 35% is from the final examination. While class participation is not formally graded, it must be remembered that classes of honours are awarded on the basis of an overall “quality of mind” judgement by the examiners. In this respect therefore the adequacy of preparation for and quality of participation in class discussions will be taken into account by the course teachers.

Assessment	LOs		Due Date
Written essay	1 & 4	15%	10 August
Concept evaluation progress report	2 & 3	5%	13 August
Article presentation and discussion	1,2 & 4	10%	10 & 17 September
Product/Service Concept Presentation	2 & 3		8 October
Product/Service Concept Report	2 & 3	35%	19 October
Final Test	1 – 4	35%	15 October
<b>Total</b>		<b>100%</b>	

### Written Essay

Individually write an essay of no more than 2000 words selecting from the following list of topics. Your essay must show evidence of independent library research and some reading (at least six salient references) around the topic under discussion. All references should be correctly annotated. Details for the written assignment can be found in the handout (or on Blackboard) under written essay brief. The due date for this essay is 5pm on August 10th.

**Due date for essay: August 10th**

### Article Presentation and Discussion

An important element of this course, to further strengthen your skills as an independent researcher, is the ability to select and critique an article on a topic of interest within the broad gambit of consumer behaviour, technology and new product development. You are to select an article on a topic of interest to you, present a 10-12 minute summary and critique of the article in class, and then lead a short discussion with the group. Selected articles should be made available for posting on or before 21 August.

**Article presentation: Sept 10<sup>th</sup> & 17<sup>th</sup>**

*Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used*

*for such processes will be treated as confidential, and the outcome will not affect your grade for the course.*

### **Penalties**

A penalty of 10% off the available marks will be applied to the written essay for every 200 words over the specified word limit. A penalty of 5% of the available marks will also be taken off for each day that a piece of written work is overdue.

Lateness for legitimate reasons including significant illness supported by a doctor's certificate or an immediate family bereavement will be allowed. Wherever possible, discuss such matters with the course director as soon as possible after becoming known.

### **Mandatory Course Requirements**

In addition to obtaining an overall course mark of 50% or more, students must:

1. Submit all three pieces of written work, as outlined in the assessment section.
2. Complete and deliver their article presentation.

### **Communication of Additional Information**

Additional information will be communicated by use of Blackboard for MARK 402. All required readings for the course are also listed here.

**For the following important information follow the links provided:**

#### **Academic Integrity and Plagiarism**

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

#### **General University Policies and Statutes**

<http://www.victoria.ac.nz/home/about/policy/academic.aspx>

#### **Faculty of Commerce and Administration Offices**

<http://www.victoria.ac.nz/fca/studenthelp/Contactus.aspx>

#### **Manaaki Pihipihinga Programme**

[http://www.victoria.ac.nz/st\\_services/mentoring/](http://www.victoria.ac.nz/st_services/mentoring/)

**Written essay brief:**

1. “Any company with skills in marketing will by definition be good at innovation and new product development.” Discuss.
2. “Firms which recognise and put into place a co-creation aspect to their marketing capability will in the long run become more successful than other firms.” Discuss.
3. “The processes which govern the diffusion of new products and services are as important as the new product development process itself.” Discuss.
4. The rapid growth and maturing of the World Wide Web means that approaches to marketing and new product development will need to fundamentally change. Discuss.