

School of Marketing and International Business

MARK 402
CONSUMERS, TECHNOLOGY & PRODUCT DEVELOPMENT

Trimester Two 2010
COURSE OUTLINE

Names and Contact Details

Course Coordinator: Peter Thirkell

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Trimester Dates

Teaching Period: Monday 12 July to Friday 15 October 2010

End of Year Study Period: Monday 19 October to Monday 25 October 2010

Note: Students who enrol in courses with examinations should be able to attend an exam at the University at any time during the formal examination period.

Withdrawal dates:

Your fees will be refunded if you withdraw from this course on or before 23 July 2010. Bear in mind that this will compromise your ability to complete honours requirements. The last date for withdrawal from this course is the three-quarter point of the teaching period, i.e. Friday 24 September. After that date, permission to withdraw requires the permission of the Associate Dean (Students) as set out in section 8 of the Personal Courses of Study Statute
<http://policy.vuw.ac.nz/Amphora!~policy.vuw.ac.nz~POLICY~000000001743.pdf>

To apply for permission, fill in the Late Withdrawal form available from either of our Student Customer Service Desks.

Class Times and Room Numbers

Classes: RH 1113 Thursday 9:30 – 12:20

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 in 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 themes across industry types including fast-moving consumer goods, consumer durable, financial services, other services, and business to business

Course Timetable

Date	Topic	Readings
Jul 15	Introduction to Consumers, Technology & New Product Development.	<i>Winning at new products (ch 1 & 4 – up to page 94)</i> <i>Innovation in New Zealand, 2009 (familiarise yourself)</i> <i>Drucker's insights on market orientation & innovation</i>
Jul 22	Innovation, design and product development processes. Stage-Gate approach to NPD.	<i>Winning at new products (106-117, 122)</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 29	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 5	New Product Development: Ideation and concept development.	<i>Winning at new products (153-161, 194, 201)</i> <i>Ideation for product innovation</i> <i>Reinventing your business model</i> <i>Explicating dynamic capabilities (1326-1334)</i> Essay due August 9th
Aug 12	New Product Development: Sustainability and ethical considerations as core drivers.	<i>Nature and the industrial enterprise</i> <i>Managing as if Faith Mattered: Marketing Communication & Product Development</i> Project Progress report due
Aug 19	Design and design thinking, and its links with marketing.	<i>Managing design and designers for strategic renewal</i> <i>Design thinking</i> Selected article hand-in
Aug 26 Sept 2	Mid-trimester Break	
Sept 9	Organising for New Product Dev Topic presentations	<i>Rethinking marketing: Peter Drucker's challenge</i> 20 min class presentation and discussion
Sept 16	Reflections on Stage-Gate model Topic presentations.	<i>Optimizing the Stage-Gate process</i> 20 min class presentation and discussion
Sept 23	Co-creation and other topical areas relating to Consumers, Technology & NPD	
Sept 30	[Project preparation time]	
Oct 7	Project Presentations & review	15 min class presentation and discussion
Oct 14	[Test preparation time]	Final Project written report due Oct 19 at 5pm

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	30
2.	Reading	42
3.	Essay	16
4.	Project	50
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* (2nd 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%	9 August
Concept evaluation progress report	2 & 3	5%	12 August
Article presentation and discussion	1,2 & 4	10%	9 & 16 September
Product/Service concept presentation	2 & 3	5%	7 October
Product/Service concept written report	2 & 3	30%	19 Oct
Final Test	1 – 4	35%	week of Oct 18
Total		100%	

Written Essay

Individually write an essay of no more than 2000 words selecting from the provided 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. The due date for this essay is 5pm on August 9th.

Due date for essay: August 9th

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 20 August.

Article presentation: Sept 9th & 16th
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Note: Your assessed work may 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.

Final Test

The final written test for this course will be during the week of October 18th 2010 from 9:30am – 12:30 am. This is an open book test.

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 controller 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.
3. Present on your product/service concept idea and findings.
4. Sit the final test.

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 there.

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>

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcademic/Publications.aspx

Faculty of Commerce and Administration Offices

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

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/

Written essay brief:

1. “New product (and service) development is now central to success for businesses. No firm can survive and prosper in the long run without this marketing capability.” Discuss.
2. “Co-creation is the big new force in marketing that will be ignored at its peril.” Discuss.
3. “The digital revolution is profound in its implications and will require products and services in most categories to be significantly redeveloped.” Discuss.