

School of Marketing and International Business
MARK 402
CONSUMERS, TECHNOLOGY & PRODUCT DEVELOPMENT
Trimester Two 2014
COURSE OUTLINE

Names and Contact Details

Lecturer/Course Coordinator:	Prof. Peter Thirkell
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Course Administrator:	Jessie Johnston
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Office Hours:	Monday to Friday 9.00am – 4.00pm

Trimester Dates

Monday 14th July to Friday 17th October 2014.

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 25 July 2014.
2. The standard last date for withdrawal from this course is Friday 26th September. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

Thursday 9:30 am – 12:30 pm RH 1113

Course Delivery

The students are expected to prepare for seminar discussions, presentations, and class exercises. There is also an applied project to consolidate learning around the new product development process.

Course Timetable

Date	Topic	Readings
Jul 17	Introduction to Consumers, Technology & New Product Development.	<i>Winning at new products (ch 1 & 2)</i> <i>Innovation in New Zealand: 2013</i> (download and familiarise yourself with tables 1-15) <i>Bringing product and consumer ecosystems to the fore</i>
Jul 24	Innovation, design and product development processes. Stage-Gate approach to NPD.	<i>Winning at new products (ch 4 & 5)</i> <i>Improving firm performance through NPD</i> <i>Drucker's insights on market orientation & innovation</i>
Jul 31	Diffusion of innovations – a core process-oriented concept. Consumer Need typologies.	<i>The customer-centred innovation map</i> <i>Ethnographic Stories for Market Learning</i> <i>Info, promo & adoption of innovative durables</i>
Aug 7	New Product Development: Ideation and concept development.	<i>Winning at new products (ch 6 & 7)</i> <i>Ideation for product innovation</i> <i>Facilitating & rewarding creativity during NPD</i> Project Progress report due Aug 7th
Aug 14	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>
Aug 21	Design and design thinking, and its links with marketing.	<i>Emergence of product design for marketing enquiry</i> <i>Change by design</i> <i>Fundamental challenge of product design</i> <i>Consumer response to product design</i> Selected article hand-in by Aug 21st
Aug 28 Sept 4	Mid-trimester Break	
Sept 11	Organising for New Product Dev Topic presentations	20 min critique, presentation and discussion
Sept 18	Reflections on Stage-Gate model Topic presentations.	20 min critique, presentation and discussion
Sept 25	Co-creation and other topical areas relating to Consumers, Technology & NPD	
Oct 2	[Project preparation time]	
Oct 9	Project Presentations & review	15 min class presentation and discussion
Oct 16	[Project and test preparation time]	Final Project written report due Oct 17th at 4pm

Prescription

MARK 402 examines innovation, new product development processes, and the role of technology. Identifies factors affecting success and failure, new product diffusion and acceptance, and organisational climates amenable to new products.

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 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 hrs
2. Reading	48 hrs
3. Project	60 hrs
4. Presentations	12 hrs

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 durables, financial services, other services, and business to business.

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 (and service) development processes. Students read topical and relevant sources from the marketing literature, complemented by seminar discussions, presentations, and group exercises.

Readings

These are set out in the course timetable above, and full references to specified articles will be made available to students during the first class. Students must also purchase the text *Winning at New Products* (4th Edition, 2011) by Robert G. Cooper, at a cost of \$30.

Assessment

Since Trimester 1, 2014, a revised Assessment Handbook has been in effect for all VUW courses: <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>

In particular, there is a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

MARK 402 is 65% internally assessed based on an article presentation and critique, a major assignment, and a written progress report. The remaining 35% is from the final test. 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 the adequacy of preparation for and quality of participation in class discussions will be taken into account.

Assessment	LOs	Due Date
Concept evaluation progress report	2 & 3	5% 7 August
Article critique and presentation	1,2 & 4	20% 11 & 18 September
Product/Service concept presentation	2 & 3	10% 10 October
Product/Service concept written report	2 & 3	30% 18 October
Final Test	1 – 4	35% week of 20 October
Total		100%

Article Presentation and critique

An important element of this course, in further strengthening your skills as an independent researcher, is the ability to select and critique an article on a topic of interest within the ambit of consumer behaviour, technology and new product development. Please select an article on a topic of interest to you, write a succinct critique of the article (4-6 pages), present a 12–15 minute critique of the article in class, and then lead a short discussion. Selected articles should be given to Peter Thirkell by 21st August.

Article critique and presentation: 11th & 18th September

Final Test

The final written test for this course will be during the week of 20 October 2014 from 9:30am – 12:30 pm. This is an open book test.

Penalties

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 both pieces of written work, as outlined in the assessment section.
2. Complete and deliver their article presentation.
3. Present on their product/service concept idea and findings.
4. Sit the final test.

Class Representative

A class representative for 2014 Marketing Honours programme has already been elected in 1st Trimester. Name and details of this person was made available to VUWSA, the Course Coordinators and the students. They will be responsible for providing a communication channel to liaise with the Course Coordinator on behalf of the students.

Communication of Additional Information

Additional information of a material nature to course outcomes will be communicated in writing via email and/or during scheduled class sessions for MARK 402.

Student feedback

Feedback from current students is welcomed and may be sought during seminar sessions and by means of an end of course. Student feedback on courses is found at:

www.cad.vuw.ac.nz/feedback/feedback_display.php

Link to general information

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade.
