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 business-to-consumer 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 40+ 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” based on analysis of actual in-market data. 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 40 years.

C. **Reference Materials** (Books 1 & 2 below are recommended for all students to read.)


D. **Grading Policy**

- New Product Project: 50%
  - Team presentation: 25%
  - Detail prospectus (ppt): 25%

- Final Exam: 30%
- Class Participation: 20%

E. **Tentative Class Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>September 24</td>
<td>-- Lecture 1 - Class overview and the new product development challenges and process</td>
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<tr>
<td>(7:00-10:00 p.m.)</td>
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<td>-- Class will be divided into 4-8 teams to work on one of the 4-6 given new concept ideas (team projects)</td>
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<td>-- First team assignment (A.G. Lafley’s Book – The Game Changer)</td>
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<tr>
<td>September 26</td>
<td>-- Lecture 2 – Tangible and Intangible Reasons for New Product Failure</td>
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<td>(7:00-10:00 p.m.)</td>
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<td>Sample Concepts</td>
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<tr>
<td>Team Assignment 1:</td>
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<tr>
<td>-- Develop a new product/service concept</td>
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<td>-- Design the testing process for your assigned concept</td>
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<td>-- Consumer is Boss exercises: Consumers as a source of NPD</td>
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<td>-- One short case report per team – with assigned short reading (one per team)</td>
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• Breaking into a New Market by Understanding the Who - Nokia in India (A.G. Lafley’s book: pp 40-45)
• Segmentation Example 1: Hugo Boss (A.G. Lafley’s book: pp 53-55)


-- Steve Jobs’ Five Blockbuster Innovation Successes at Apple

-- Steve Job’s 12 Failed New Products

September 28
(9:00 a.m.–5:00 p.m.)
-- Data collection exercise: Concept and product test experience
-- One short case report per team
-- Lecture 3 – Concept Testing
  - Concept and Product Testing
  - In-class survey exercise
-- Lecture 4 – Questionnaire Design

Team 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
6. Craigslist.org – Pages 122-126
7. Cactus Petes & Ameristar – Pages 137-142
9. Mike Diamond – Pages 65-69, 110, 239
10. Staples – Pages 65, 77-79, 161, 164
11. Advocates
12. Assassins

Assignment
- Search for appropriate consumer survey design for your project data that was provided

September 29
(9:00 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

October 1
-- Presentation of Assignment 2
(7:00-10:00 p.m.) -- Lecture 6 – Marketing Plan
    - Design your own marketing plan – Team Project
    -- Lecture 6B – Impact of Free Sampling

October 3
(7:00-10:00 p.m.) -- Lecture 7 – Secrets of New Product Success

October 5
(9:00 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

October 6
(9:00 a.m.-5:00 p.m.) -- Team Project Review & Consultation

October 12
(9:00 a.m.-5:00 p.m.) -- Team Project Presentations

(9:00 a.m.-5:00 p.m.) -- Final Exam (open-book)
Time Schedule for the course:

**New Product Development and Marketing**  
**September 24 – October 12, 2013**

IMBA Program  
College of Commerce  
National Chengchi University  
Taipei, Taiwan

<table>
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<th>Date</th>
<th>Time</th>
<th>Duration</th>
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<tr>
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<td>7:00 – 10:00 p.m.</td>
<td>3 hours</td>
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<td>September 26 (Thursday)</td>
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<td>3 hours</td>
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<td>September 28 (Saturday)</td>
<td>9:00 a.m. – 5:00 p.m.</td>
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<td>September 29 (Sunday)</td>
<td>9:00 a.m. – 5:00 p.m.</td>
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<td>20</td>
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<td>October 1 (Tuesday)</td>
<td>7:00 – 10:00 p.m.</td>
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<td>23</td>
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<tr>
<td>October 3 (Thursday)</td>
<td>7:00 – 10:00 p.m.</td>
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