I. Instructor: Dr. John H. Summey
   Office:    Rehn Hall 231A
   Phone:    (618) 453-4341
   E-mail:  summey390@aol.com
   Office Hours:  T TH 11:30 to 12:25 & 3:30 to 4:30 and after class on Wednesday evening

II. Catalog Description:
   This class will study product strategy and management and their relationships with business policies and procedures. It will examine the development of product strategies, the means of developing such strategies, and the methods and strategies for commercialization of new, existing, and revitalized products.

III. Texts and Required Readings:
   New Products Management, 10th Edition
   By C. Merle Crawford & Anthony Di Benedetto
   Richard D. Irwin, 2010
   Online Learning Center at www.mhhe.com/crawford10e includes self-grading multiple-choice quizzes for each chapter
   Business Week - By Subscription (arranged first day in Class)

IV. Objectives of the Course:
   This course is conducted as a seminar class the heart of which is daily discussion of the materials assigned in the texts, articles from the assigned readings, Business Week articles, and materials handed out in class.

   The class also has an experiential learning component for which the students will be organized into teams. As a class project, each team will prepare a “product innovation charter” and a comprehensive marketing plan for a product or service the marketing of which ideally will have a strong Internet component. When possible, real clients will be used for the project. Symrise Corp. US Flavors Division has been our client for the last four years. [See Symrise.com, Flavor and Nutrition site.]

   Students are expected to demonstrate knowledge of the materials assigned for the class through performance on exams, daily participation in class discussion, and the preparation and formal presentation of their marketing plan to the client firm.

   During the class students will learn:

   The steps in the process of taking a product or service from concept to market introduction.
   How to develop what the text calls a “product innovation charter” that is used to guide the new product or service development process for a firm.
   How to develop plans for marketing a new, existing, or repositioned product or service, using the Internet as a supporting element, including strategic launch planning and creative implementation of that plan.
   How to apply analytical skills during class discussions within a seminar framework using a variety of constructs that enable insight and understanding of the processes involved in the organization and management of new product development.

   My goal in BA-551 is to get everyone involved in the discussion in every class. Through encouragement and support I strive to showcase each student’s potential and to create both pride and self-confidence in their ability to present and defend their ideas. Students will have the opportunity to learn by integrating the text and all prior class readings, concepts, and frameworks examined into their discussion of the articles assigned for that day.

   Nothing goes away as the semester’s work is steadily integrated into a conceptual whole that comes together as a functional framework for understanding and implementing new product strategy.

V. Exams:
There will be several exams covering material in the texts and the readings. The exams will typically be multiple choice and/or essay in form. Grades on the essay portion of the tests will be based on how well your answers demonstrate that you have a thoughtful, insightful, and comprehensive understanding of and knowledge about the information requested in the question. Answers to essay questions should have a logical, organized structure and cite the information available from all text and readings materials assigned.

III. Class Project Working with International Corporation:
The last four years the class project has involved working with the Vice President of Symrise Corporation’s US Flavor Division. The project has involved developing new product concepts and other product related strategies. Hopefully this opportunity will be continued this term.

In 2011 the project involved developing strategies for leveraging social media for early development of relationships with new to the discipline new product development executives. In 2012, the project involved developing new product concepts for soup, coffee, vodka, chips, yogurt, and chewing gum. In spring 2013 we developed new fruit juice concepts targeted to Millennials. Formal project presentations in each case were made to and feedback received from senior Symrise Corp. executives.

VII. Grading:
The class grade will be determined based on the following:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>700</td>
</tr>
<tr>
<td>Class project</td>
<td>500</td>
</tr>
<tr>
<td>First half class discussion</td>
<td>300</td>
</tr>
<tr>
<td>Second half class discussion</td>
<td>300</td>
</tr>
<tr>
<td>Total</td>
<td>1800</td>
</tr>
</tbody>
</table>

The final grade will be based on 10% intervals with 1620 points or more equaling an A, 1440 points equaling a B, etc.

VIII. Class Environment:
The class will be conducted as a seminar. The daily activities will involve discussion of the materials in the text and the readings. The students are expected to have studied all assigned materials and to be prepared to raise critical questions about the ideas under review. All students are expected to participate in the discussions during every class period and will receive a mid-term and final half of the class grade for their contributions to the discussion.

IX. Emergency Procedures
Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on the BERT’s website at www.bert.siu.edu, Department of Public Safety’s website www.dps.siu.edu (disaster drop down) and in the Emergency Response Guidelines pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency. The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

X. SIU Official Policies and Important dates and Information link:

XI. Assignments:
Week 1 – January 15
Syllabus Presented and Explained
Introduction to Seminar Course Concept
Class protocol discussed
Video – "Deep Dive"
  Class discussion of the approach to creativity demonstrated in the video
Creativity and Marketing Concepts discussed
Symrise materials discussed

Week 2 – January 22
Chapter 1 – The Strategic Elements of Product Development
Chapter 2 – The New Product Process
Ancillary Readings:
  “The Marketing Concept: What it is and What it is Not”, Journal of Marketing
  “Creative Problem Solving Enigma,” by unknown author
  “On Becoming Creative,” Kim Law McManus
  "Are You Creative," Business Week,
  “How Many Smarts Do You Have,” Business Week
  "How to Keep the Idea Pot Bubbling," Business Week

Read Business Week Articles Assigned in Class or by email

Week 3 – January 29
Chapter 3 – Opportunity Identification and Selection: Strategic Planning for New Products
Chapter 4 – Creativity and the Product Concept
Video – Chaos Theory
Ancillary Readings (series of short articles):
  “Creativity Loves Constraints”
  “Getting Yourself in the Frame of Mind to be Creative”
  “Building an idea Factory”
  “The Myth of Creativity”
  “Wielding the Velvet Hammer” Jack & Suzy Welch
  “Dawn of the Idea Czar”
  “Anybody can be Creative . . . .” from David Kelly – CEO at Ideo

Read Business Week Articles Assigned in Class or by email
Week 4 – February 5

Exam 1 - Chapters 1, 2, 3, 4

Chapter 5 – Finding and Solving Customers’ Problems

Ancillary Readings

“Balancing Broomsticks,” The Economist
“The Challenge of Chaos, Beta Gamma Sigma News
"An Evolutionary Approach to Product Growth Theory" - Journal of Marketing

Read Business Week Articles Assigned in Class or by email

Week 5 – February 12

Chapter 6 – Analytical Attribute Approaches: Introduction and Perceptual mapping
Chapter 7 – Analytical Attribute Approaches: Trade-Off Analysis and Qualitative Techniques

Ancillary Readings:

“Ethnography as a Product Development Tool”
“Ethnography of Marketing”
“Consumers in the Mist”
“The Unforeseen Disruption of Moving Ahead,” The New York Times
"The Perfect Way" - A Taoist Saying,

Strategies from Lure the Tiger from the Mountain -- an overview handout

Read Business Week Articles Assigned in Class or by email

Go to Campbell Soup Web site (www.campbellsoup.com).
Check out their newest products ["What's new" & "Our Brands"]
What previously unmet needs appear to be showing up in the products?
What are some of the methods suggested in the text that would work for them?

Week 6 – February 19

Chapter 8 – The Concept Evaluation System
Chapter 9 – Concept Testing

Exam 2 – 5, 6, 7

Ancillary Readings:

Resource Advantage Theory – Shelby Hunt

Go to the Proctor and Gamble web site (www.pg.com). In what categories are the new products showing up? How are they using this site to identify consumers unmet needs?

Read Business Week Articles Assigned in Class or by email
Week 7 – February 26
Chapter 10 – The Full Screen
Chapter 11 – Sales Forecasting and Financial Analysis
Ancillary Readings:
"The Functions of Project Evaluation," Brunsson
Excerpt from Bulls Eye Investing on Experiential and Rational Thinking
Innovation Killers
The Sophisticated Innovator
The Innovation Value Chain

Read Business Week Articles Assigned in Class or by email

Week 8 – March 5
Chapter 12 – Product Protocol
Read Introduction to Part IV of text – pp. 284 - 288
**Exam 3 – Chapters 8, 9, 10**
In class work on Symrise Project tonight

Read Business Week Articles Assigned in Class or by email

Spring Break March 8 to March 16

Week 9 – March 19
Chapter 13 – Design
Ancillary Readings:
"Assessing the Potential of New Products" -- Marketing Science Institute
"The Team Dream," The Economist
"Don't Change Culture -- Use It" - Drucker, Wall Street Journal
How to Avoid a Price War, Wall Street Journal
Go to the Product Development and Management Assoc. site (www.pdma.org).
Examine the "Visions" magazine to see what the current items of interest and issues are for product management professionals.

Read Business Week Articles Assigned in Class or by email

Week 10 – March 26
**Exam 4 – Chapters 11, 12, 13**
Chapter 14 – Development Team Management
Chapter 15 – Product Use Testing
Prepare for discussion in depth: Case – Product Use Testing for New Consumer Nondurables, pp. 366 - 367

Ancillary Readings:
Customer Value as a Guide to Subjective Personal Introspection ………
– Morris B Holbrook
Branding: Five New Lessons, *Business Week*
Technology’s Garden of Paradox, *Marketing Science Institute*

**Week 11 – April 2**

Chapter 16 – Strategic Launch Planning
Prepares for discussion: Case – Wii, P. 425

Chapter 17 – Implementation of the Strategic Plan
Prepares for discussion: Case – Celsius and Enviga, p. 449

Ancillary Readings:
"Why Managers Persist with New Product Failures" -- Marketing Science Institute
"The Purest Treasure," *The Economist*
“A Win for the Dismal Science” – *Newsweek*
“The Way We’re Wired”

**Read Business Week Articles Assigned in Class or by email**

**Week 12 – April 9**

**Exam 5 – Chapters 14, 15, 16**

Chapter 18 – Market Testing

Chapter 19 – Launch Management
Prepares for discussion: Case – Spin Vox, pp. 477

Ancillary Readings:
“A Buyers Guide to the Innovation Bazaar”
Be Your Own Disruptor: Out Innovate your Competition and Win

**Week 13 – April 16**

**Exam 6 – Chapters 17, 18**

Chapter 20 – Public Policy Issues
Prepares for discussion: Case – Hybrid or Hydrogen Vehicles at General Motors, pp. 499 - 500

Ancillary Readings:
"Game Theory and Firms' Interaction" -- Enrique Manzur and Sergio Olavarrieta
Universidad de Chile
“How to Beat the Devil’s Advocate and Create an Innovation Culture”

**Week 14 – April 23**

**Completed Project due by 4 pm on Friday of Week 14**

**Exam 7 – on Chapters 19, 20**

Ancillary Readings: Current WSJ & other articles handed out in class or sent by email
“The Future of Innovation Management: Five Key Steps to Future Success”

**Read Business Week Articles Assigned in Class or by email**

**Week 15 – April 30**
Project Presentations to Client

**Week 16 – Final Exam Week  May 5 to 9**

Final Exam Scheduled: Wed, May 7 8:00-10:00 P.M.