BA 551
PRODUCT STRATEGY AND MANAGEMENT

Spring 2016, Tuesday, 6:30-9:15 pm, Rehn 13

Dr. Lyn Knowles

233A Rehn Hall, Department of Marketing
Office hours T/TH 3:30-4:30 or appointment
lknowles@business.siu.edu
office 453-4341, home 529-3229 (before 9:00 p.m.)

• Prerequisite: BA 550 or equivalent.
• Restricted to enrollment in College of Business graduate program or consent of department.
• Description: Designed to treat product management and its relationships with business policies and procedures; the development of multiproduct strategies, means of developing such strategies and the problems and methods of commercialization.
• Syllabus may be modified as needed during the semester.

### Required Book


### Lecture Guide

- BA 551 Lecture Guide, Dr. Lynette L. Knowles, © 2016 (Department of Marketing)

### Other

- Articles, descriptive cases, on-line information, videos, etc. (as assigned)

### Grading

**Individual paper and presentation (33.33%)**

+ 240 • New Product Development Proposal for an Existing Firm
  - Paper 140 pts
    - 15-20 pages
    - Firm’s product history (development, extensions, failures, discontinued products), competitors (overall and specific to proposed new product), and relation of product to public policy
    - For successful launch and market survival
      - User desire and needs: Will anyone want it?
      - Technical constraints: Can it be done?
      - Business needs: Does it make sense? Can it be profitable?
    - PowerPoint presentation 100 pts
      - Focus on main points brought out in the paper

**Participation (33.33%)**

+ 240 • Seminar format – Discussion of text material, readings, etc. (see “Other” above)
  - Submit a separate detailed outline for each reading (not for textbook)
  - Submit copy to Dr. Knowles at the start of class (5 pts)
  - Discussion (15 pts) – 0 pts if complete outline not submitted first
  - Study assigned materials – Be prepared to address ideas under review
  - Weekly grade
    - Recorded as “A”, “B”, or “C” – High (X8%), medium (X5%), low (X2%)
    - “D” or “F” level work – Will receive no points
  - 14 weeks are used for discussion (W1-W14), with the 12 highest grades counting
  - Grading criteria used regarding a student’s comment:
    - Does it merely restate facts or does it provide new insights?
    - Does it add to understanding of the issues or is it frivolous?
    - Is it timely and linked to the comments of others?
    - Is it action-oriented or simply a descriptive statement?
  - Dr. Knowles reserves the right to modify the participation seminar format and/or participation as she deems reasonable
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<tr>
<th></th>
<th>+ 240</th>
<th>2 120-point exams</th>
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<td>• Multiple-choice, true/false, fill-in-the-blank questions (40 questions, 2 pts each = 80 pts = 66.66%)</td>
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<td>• Short-answer essay questions (4 questions, 10 pts each = 40 pts = 33.33%)</td>
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<tr>
<td>Attendance cost</td>
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<td>• See Attendance Policy (points are not awarded)</td>
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<tr>
<td>Final grade</td>
<td>+ 72 0</td>
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<td>(A 89.45-100%; B 79.45-89.44%; C 69.45-79.44%; D 59.45-69.44%; F 0-59.44%)</td>
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<td>EXAM POLICIES</td>
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| Parameters policy | • Scores – Statistical observations made within testing parameters (parameters may change).  
 • Parameter violation – Score will be excluded from the distribution (“0” grade recorded). |
| Exam policy | • There is a 5-minute late entry time allowed.  
 • In class, with at least 1 seat between students, when possible, and facing forward.  
 • Bring a number-2 pencil with an eraser, but nothing else. Keep exam covered with the cover sheet. Turn in all exam materials.  
 • Be quiet during exam. No hat, etc., that may block proctors from seeing eyes. No glancing toward another’s materials. No sharing pencils, erasers, etc. No non-exam materials out.  
 • Bring any questions to Dr. Knowles. |

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<th>ATTITUDE AND POLICIES</th>
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| Attitude | • Be prepared, ready, and focused to maximize your learning and retention.  
 • Participation is required. |
| Materials policy | • Required materials are to be used.  
 • Only course materials are to be out during class. (You may have a planner out). |
| Electronics policy | • Turn all electronic devices off (cell phones, lap tops, etc.) and put them away to be totally inaccessible (not on desk, in lap, accessible in bag, etc.). No phone, no texting. |
| Identification policy | • Your student identification may be required for any course purpose. |
| Attendance policy | • Attendance is for the full class time (6:30-9:15), unless Dr. Knowles approves.  
 • Class starts at exactly 6:30 (synchronize your clocks to the time on http://nist.time.gov).  
 • If you are late (i.e., past exactly 6:30), you are actually more than 5 minutes late.  
 • No partial points – If you are not in class for the full class time, the cost is 2 full points.  
 • Seating chart used as of 1st class day -- Talk with Dr. Knowles to change seats.  
 • Excusing an absence requires consideration of documentation for the legitimate and verifiable circumstance that is presented as the reason for the absence  
 • Legitimate and verifiable circumstances  
  • Illness (including dependents in the student’s care or student’s immediate family)  
  • Bereavement for immediate family [spouse, child, parent (guardian), sibling (full, halves, steps, and in-laws of same relationship), grandchild, or grandparent]  
  • Major religious observances (submit notification in writing of anticipated absence due to observance of a holiday)  
  • Legal and compulsory activities: jury duty, subpoenas or other court-mandated  
  • Military duties and obligations  
  • University-sanctioned activities: Intercollegiate athletics, RSO conventions, job fairs, etc.  
  • Job interviews  
  • Other circumstances for which the instructor finds reasonable cause for absence  
  • A self-report by a student for a legitimate circumstance is unverifiable (including Student Health Service’s “Explanation for Class Absence Illness/Injury Verification”). |
| Penalty for unprofessional behavior | • For any course purpose, regardless of time, location, form of communication, individual (instructor, teaching assistant, proctor, staff, student, visitor, etc.), etc.  
 • Your student identification may be required for any course purpose.  
 • Penalty of up to 10 percentage points per incident applied to final calculated grade for: not following course policies, distracting students and/or instructor, inappropriate communications, focusing on non-course materials, disrespectful behavior, use of foul language, etc.  
 • Percentage penalty, 0 score, or more serious penalty for: academic dishonesty, violations of the SIU Student Conduct Code, etc. |
Southern Illinois University 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 Web site at www.bert.siu.edu, Department of Public Safety=s Web site 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.
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<th>Week</th>
<th>Date</th>
<th>Activity</th>
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| W1   | T 1/19 | **INTRODUCTION**  
Creativity and the Mind  
CHAPTER 20 Public Policy Issues  
Articles, descriptive cases, on-line information, videos, etc. (as assigned) |
| W2   | T 1/26 | **PART 1: Overview and Opportunity Identification/Selection**  
CHAPTER 1 The Strategic Elements of Product Development  
CHAPTER 2 The New Products Process  
Articles, descriptive cases, on-line information, videos, etc. (as assigned) |
| W3   | T 2/02 | CHAPTER 3 Opportunity Identification and Selection: Strategic Planning for New Products  
**PART 2: Concept Generation**  
CHAPTER 4 Creativity and the Product Concept  
Articles, descriptive cases, on-line information, videos, etc. (as assigned) |
| W4   | T 2/09 | CHAPTER 5 Finding and Solving Customers' Problems  
Articles, descriptive cases, on-line information, videos, etc. (as assigned) |
| W5   | T 2/16 | CHAPTER 6 Analytical Attribute Approaches: Introduction and Perceptual Mapping  
CHAPTER 7 Analytical Attribute Approaches: Trade-Off Analysis and Qualitative Techniques  
Articles, descriptive cases, on-line information, videos, etc. (as assigned) |
| W6   | T 2/23 | **PART 3: Concept/Project Evaluation**  
CHAPTER 8 The Concept Evaluation System  
CHAPTER 9 Concept Testing  
Articles, descriptive cases, on-line information, videos, etc. (as assigned) |
| W7   | T 3/01 | CHAPTER 10 The Full Screen  
CHAPTER 11 Sales Forecasting and Financial Analysis  
Articles, descriptive cases, on-line information, videos, etc. (as assigned) |
| W8   | T 3/08 | CHAPTER 12 Product Protocol  
Articles, descriptive cases, on-line information, videos, etc. (as assigned) |
|      | T 3/15 | **SPRING VACATION** |
| W9   | T 3/22 | **EXAM 1 (6:30-8:00)**  
**PART 4: Development**  
CHAPTER 13 Design  
Articles, descriptive cases, on-line information, videos, etc. (as assigned) |
| W10  | T 3/29 | CHAPTER 14 Development Team Management  
CHAPTER 15 Product Use Testing  
Articles, descriptive cases, on-line information, videos, etc. (as assigned) |
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<th>W 11</th>
<th>T 4/05</th>
<th>PART 5: Launch</th>
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<td>CHAPTER 16 Strategic Launch Planning</td>
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<td>CHAPTER 17 Implementation of the Strategic Plan</td>
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<td>Articles, descriptive cases, on-line information, videos, etc. (as assigned)</td>
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<td>W 12</td>
<td>T 4/12</td>
<td>CHAPTER 18 Market Testing</td>
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<td>CHAPTER 19 Launch Management</td>
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<td>Articles, descriptive cases, on-line information, videos, etc. (as assigned)</td>
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<td>W 13</td>
<td>T 4/19</td>
<td>Articles, descriptive cases, on-line information, videos, etc. (as assigned)</td>
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<td>W 14</td>
<td>T 4/26</td>
<td>EXAM 2 (6:30-8:00)</td>
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<td>W 15</td>
<td>T 5/03</td>
<td>Project paper submission and presentation</td>
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<td>W 16</td>
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<td>(No final exam)</td>
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