

Standard Course Outline

MKTG 690 Marketing Strategies and Analytics for New Product

I. General Information

- ♦ Course number: MKTG 690
- ♦ Title: Marketing Strategies and Analytics for New Product
- ♦ Units: 3 credits
- ♦ Prerequisites: MKTG 500
- ♦ Course Coordinator: MSM Faculty
- ♦ Date prepared/revised: July 2016/October 2020

II. Catalog Description

Marketing strategies and analytics for new product development and success. Topics include new product idea generation and concept testing, predictive analytics for new product success, new product differentiation and positioning, customer value creation methods, pricing, promoting and distributing new product, growth strategies of new product, imitation and innovation strategies, sales forecast and performance evaluation of a product/service. Letter grade only (A-F).

III. Curriculum Justification(s)

New product development and commercialization is one of key drivers of firm growth as well as economic development. This course will introduce students marketing strategies for new product development, commercialization and success. This course emphasizes application of product and predictive analytics to new product and innovation success. This course covers managerial issues of marketing strategies of new product, such as innovation and imitation strategies. This course may serve as a capstone course of MSM program.

IV. Course Objectives, Student Learning Outcomes, Evaluation Instruments, and Instructional Strategies for Skill Development

- **Learning goals – Critical Thinking:** Students will demonstrate their understanding of marketing strategy for new product development and success. Students will also demonstrate that they can build marketing plan for a new product idea.
- **Learning goals – Quantitative Method:** Students will demonstrate that they are able to apply marketing analytics to new product development and commercialization. Students will identify a relevant big data for a new product and demonstrate its application to new product success.

- **Learning goals – Business Communication:** Students will demonstrate that they are able to communicate their business ideas in a team/individual written project and that they can present those ideas orally.

V. Outline of Subject Matter

This is a listing of the subject matter that must be covered in this course. It does not preclude other topics that are part of the marketing strategies for new product and innovation. The idea is that the list is flexible enough to allow individual instructors to emphasize not just our core subjects but also to put some focus on particular areas of interest to the instructor. The order of the topics listed below may be adjusted and some topics listed may be discussed together. Additional topics can be added into the course based on the instructor's personal preferences in teaching this course.

1. New product idea and concept testing
2. Predictive analytics for R&D and new product launches
3. New product differentiation
4. Positioning of new product
5. Conjoint analysis
6. Pricing strategies for new product
7. New business models
8. Promotion strategies for new product
9. Distribution and channel decision for new product
10. New product diffusion and growth strategies for new product
11. Sales forecast and pro-forma for a new product
12. Product innovation and imitation strategies

VI. Methods of Instruction

A. Instruction Mode

- Traditional
- Hybrid
- Local Online
- Distance Education

B. Classroom Activities

This course requires a major individual or group project that applies marketing analytics to the context of new product or business innovation.

Case analysis and discussion is the main instructional method.

C. Extent and Nature of Technology Use:

Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “[Policy Governing Access to and Use of CSULB Computing Resources](#)”. These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

VII. Information about Textbooks/Readings

There is no standardized text for all sections of this course. Due to the dynamic nature of the subject matter, course materials are based on the most current and available relevant readings.

VIII. Instructional Policies Requirements

A. Grading Policy:

- Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade.
- Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and / or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.
- See [Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

B. Policy on Classroom Behavior:

- All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
- Students are responsible for what transpired if they miss a class. It is the student’s responsibility to contact the instructor or a classmate to determine what was missed. See “Policy on Make-up Exam and Assignments” below.
- Talking and other disruptive behavior are not permitted while classes are in session.
- Students are expected and must do ORIGINAL work for all assignments, including exams. See “Academic Integrity” policy below. It is the student’s responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
- See also [Department of Marketing Classroom and Online Conduct Policies](#).

C. Policies on Withdrawal, Late Withdrawals, and Incompletes:

The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the COB.

D. Academic Integrity:

- Students are expected to do original work for all assignments, including exams.
- Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.
- Students are expected to adhere to the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

IX. Disabilities:

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: bmac@csulb.edu.

X. Assistive Technology

In compliance with [Accessibility and Faculty Responsibility for the Selection of Instructional Materials \(PS 08-11\)](#), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

XI. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.

XII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)