

STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK



## MASTER SYLLABUS

COURSE NUMBER – COURSE NAME  
**BSAD 425 – New Product Marketing**

**CIP Code: 52.1499**

*For assistance determining CIP Code, please refer to this webpage*

*<https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=55>*

*or reach out to Sarah Todd at [todds@canton.edu](mailto:todds@canton.edu)*

**Created by: Nicholas Kocher**

**Updated by: Nicholas Kocher**

**School of Business and Liberal Arts**

**Department: Business**

**Semester/Year: Fall 2023**

- A. TITLE: New Product Marketing
- B. COURSE NUMBER: BSAD 425
- C. CREDIT HOURS: (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

# Credit Hours: 3  
 # Lecture Hours: 2 per week  
 # Lab Hours: per week  
 Other: 2 hours recitation per week

Course Length: 15 Weeks

- D. WRITING INTENSIVE COURSE: Yes  No

- E. GER CATEGORY: None:  Yes: GER  
 If course satisfies more than one: GER

- F. SEMESTER(S) OFFERED: Fall  Spring  Fall & Spring

G. COURSE DESCRIPTION:

This course requires students to integrate concepts from previous marketing courses and develop a comprehensive marketing strategy. Through market analysis students identify market opportunities for new product development and formulate an effective marketing strategy to move their product from concept to launch. The course culminates with a marketing strategy competition where each group is evaluated based on the content of their final report, project presentation, and feasibility of their marketing strategy. Students work on their project in groups modeled after a consulting group.

- H. PRE-REQUISITES: None  Yes  If yes, list below:

Pre-requisites: BSAD 322 Advertising and Promotion or BSAD 325 Consumer Behavior, and 60 credits earned; or permission of instructor.

CO-REQUISITES: None  Yes  If yes, list below:

- I. STUDENT LEARNING OUTCOMES: (see key below)

By the end of this course, the student will be able to:

<u>Course Student Learning Outcome</u> [SLO]	<u>Program Student Learning Outcome</u> [PSLO]	<u>GER</u> [If Applicable]	<u>ISLO &amp; SUBSETS</u>

a. Examine the processes involved in launching a product.			2-Crit Think ISLO ISLO	IA None Subsets Subsets
b. Formulate a marketing strategy for the launch of a product.			1-Comm Skills 5-Ind, Prof, Disc, Know Skills ISLO	W None Subsets Subsets
c. Support and defend marketing strategy selection using primary research and contemporary marketing literature.			2-Crit Think ISLO ISLO	IA Subsets Subsets Subsets
d. Present and justify strategy decisions and research findings in a cohesive group presentation.			1-Comm Skills 5-Ind, Prof, Disc, Know Skills ISLO	O Subsets Subsets Subsets
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KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	<b>Communication Skills</b> Oral [O], Written [W]
2	<b>Critical Thinking</b> <i>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</i>
3	<b>Foundational Skills</b>

	<i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
<b>4</b>	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
<b>5</b>	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

\*Include program objectives if applicable. Please consult with Program Coordinator

J. **APPLIED LEARNING COMPONENT:** Yes  No

If YES, select one or more of the following categories:

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Classroom/Lab | <input type="checkbox"/> Civic Engagement              |
| <input type="checkbox"/> Internship               | <input type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement       | <input type="checkbox"/> Research                      |
| <input type="checkbox"/> Practicum                | <input checked="" type="checkbox"/> Entrepreneurship   |
| <input type="checkbox"/> Service Learning         | (program, class, project)                              |
| <input type="checkbox"/> Community Service        |  |

K. **TEXTS:**

Crawford, C. Merle, & Di Benedetto, C. Anthony. (2020). *New Products Management* (12th ed.). New York: McGraw-Hill Irwin.

L. **REFERENCES:**

None

M. **EQUIPMENT:** None  **Needed:** Technology Enhanced Classroom

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

**Assignments, Quizzes, Exams, Project Reports/Presentations, and Participation.**

P. **DETAILED COURSE OUTLINE:**

**PART I. Course Introduction and Review of the Marketing Plan**

- A. Course Introduction**
  - 1. Course Road Map**
  - 2. Expectations**
  - 3. Resources**
  - 4. Group Formation**
  - 5. Final Report and Project Presentation Overview**
- B. The Marketing Plan**

- 1. Introduction**
- 2. Market Analysis**
- 3. Target Market**
- 4. Marketing Strategy**
- 5. Strategy Implementation**
- 6. Budget and Forecasting**
- 7. Evaluation of Results**

## **PART II. Market Analysis and Opportunity Selection**

- A. Market Analysis**
  - 1. Available Products**
  - 2. Gap Analysis**
  - 3. Target Market**
  - 4. Competition**
  - 5. Surveys and Interviews**
- B. Opportunity Selection**
  - 1. Elements of Product Development Strategy**
  - 2. New Product Development Process**
  - 3. Product Innovation**
  - 4. Strategic Fit**

## **PART III. Product Concept Development**

- A. Creativity Management**
  - 1. Talent Selection**
  - 2. Managing and Encouraging Creativity**
- B. Identifying Market Needs**
  - 1. Identifying Customer Problems**
  - 2. Incorporating Solutions to Customer Problems**
  - 3. Concept Generation Techniques**
- C. Market Analytics**
  - 1. Consumer Decision Making Process**
  - 2. Quantitative Analysis**
  - 3. Qualitative Analysis**

## **PART IV. Evaluating and Forecasting of the Product Concept**

- A. Concept Evaluation and Testing**
  - 1. Planning and Evaluation Systems**
  - 2. Concept Testing**
  - 3. Using Market Research to Support Concept Testing**
- B. Financial Analysis and Sales Forecasting**
  - 1. Sales Forecasting for New Products**
  - 2. Forecasting Models**
  - 3. Advantages and Disadvantages of Sales Forecasting**

## **PART V. Product Development**

- A. Design as a Component of New Product Development**
  - 1. Prototyping**
  - 2. Design Technology**
  - 3. Involving the Consumer in the Design Process**
  
- B. Product Testing**
  - 1. Benefits**
  - 2. Challenges**
  - 3. Implementation**

## **PART VI. Product Launch**

- A. Product Launch Strategy**
  - 1. Positioning**
  - 2. Target Market**
  - 3. Brand Management**
  - 4. Creating and Conveying Value**
  
- B. Launch Execution and Management**
  - 1. Marketing Communications**
  - 2. Sales and Distribution**
  - 3. Test Marketing**
  - 4. Measuring Launch Success**
  - 5. Dealing with Product Failures**

## **PROJECT OUTLINE**

- PART I. Establish Project Groups**
- PART II. Project Proposal with Timeline**
- PART III. Weekly Progress Reports**
- PART IV. Draft Project Report**
- PART V. Final Project Report**
- PART VI. Draft Presentation Materials**
- PART VII. Final Presentation and Strategy Competition**

Q. LABORATORY OUTLINE: None  Yes