

**Terry College of Business
University of Georgia**

**NEW PRODUCT DEVELOPMENT AND BRAND MANAGEMENT
(MARK 7760)**

Fall 2009
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Course Syllabus

The first half of this course focuses on the basic steps of new product development: opportunity identification, design, testing, and implementation. Students learn how to read and interpret new product market research. Students are also able to enhance their creativity with research information and idea generating techniques.

The second half of this course covers strategies related to creating, developing, and maintaining brands. Students gain an understanding of the concepts, principles and tools used to manage brands. Students learn how to develop a marketing mix for the brand, test the brand and mix in pretest and/or test market, and monitor and refine the brand and mix as it flows from test market to national introduction.

The course syllabus is a general plan for the course; deviations announced to the class may be necessary.

Grading System

A – F (Traditional)

Credit Hours

3

Prerequisite

MARK 7510

Honor Code

As a University of Georgia student, you have agreed to abide by the University's academic honesty policy, "A Culture of Honesty," and the Student Honor Code. All academic work must meet the standards described in "A Culture of Honesty,": found at: www.uga.edu/honesty. Lack of knowledge of the academic honesty policy is not a

reasonable explanation for a violation. Questions related to course assignments and the academic honesty policy should be directed to the instructor.

Collaboration on work that individually assigned, referring to material without appropriate citation, using information including but not limited to that available on the Internet without permission will constitute a violation of the Honor Code.

Course Materials

A course packet containing cases and several articles should be purchased from Bel-Jean. There is no required text for the course but the following are recommended books:

Design and Marketing of New Products: Glen L. Urban and John R. Hauser
Strategic Brand Management: Kevin Keller, Prentice Hall

Assignments

Class Participation

Each student is expected to thoroughly prepare each assigned reading and case and contribute to the discussions in class. In addition, each student is required to submit a one page typewritten answer to an assigned question prior to *every case discussion*. The assigned questions are given in the course schedule. Class participation will be graded on the basis of the quality and extent of contribution made to each class and on the basis of the number of the written submissions. You are required to attend all classes. Attendance during case discussions will count towards 25% of the participation grade.

Projects and Papers

(i) Students, working in groups of three or four, will be required to undertake a short project relating to new product development. The project will consist of the submission of a written proposal for the new product based on market opportunity analysis and a final report/presentation on the concept test of a product based on the idea.

Course Grade

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| Class Participation and Written Analysis | 30% |
| New Product Development Project | 35% |
| Brand Management Project | 35% |

Course Schedule

Date **Readings/ Case Preparation**

- Session 1 **The New Product Development Imperative (HBS 699152)**
Innovation at 3M Corp. (69902)
- Session 2 Case: Le Petit Chef (602080)
- Session 3 Case: Digital Angel (9-502-021)
- Session 4 **Creating New Market Space (99105)**
Understanding User Needs (695051)
Tacit Meaning in Disguise (BH 213)
- Session 5 Case: Bank of America (A): (9-603-022)
Reducing the Risk in New Product Development (SMR 196)
The New Practice of Global Product Development (SMR 210)
- Session 6 **Concept Testing (9-590-063)**
- Session 7 Case: Calgene Inc. (502041)
- Session 8 Case: Braun A G (DMI 006)
- Session 9 **Getting the Most Out of Your Product Development Process**
Creating Project Plans to Focus Product Development
- Session 10 Zoll Medical Corp. (A) (9-795-053)
New Product Commercialization: Common Mistakes (594127)
Commercializing Technology: Imaginative Understanding of
Consumer Preferences (9-694-102)
- Session 11 Case: Rohm and Haas (A): New Product Marketing Strategy (587055)
- Session 12 Case: Pepcid AC: Racing to the OTC Market
- Session 13 Student Presentations: New product development project
- Session 14 Student Presentations: New product development project
- Session 15 Student Presentations: New product development project

- Session 16 Introduction to Brand Management
- Session 17 Brands and Market Position
Case: IKEA Invades America (504094)
Question: How will you modify IKEA's value proposition to make it more attractive to American consumers?
- Session 18 Brand Identity and Positioning
Case: Saxonville Sausage (2085)
What would the positioning ladders look like for each of the two alternative positioning strategies?
- Session 19 Brand Planning
Case: Kingsford Charcoal (9-506-020)
What marketing objectives would you suggest for the Kingsford brand?
- Session 20 Managing Brands over Time
Case: Snapple (599126)
Question: In your opinion, did Quaker make a mistake in buying Snapple or did they just mismanage the brand?
- Session 21 Brand Maps and Brand Audits
- Session 22 Brands as Growth Platforms and Brand Equity
Mountain Man Brewing Company (2069)
Question: Should Mountain Man launch a light beer and what should be a backup plan if it fails?
- Session 23 What is Brand Equity?
- Session 24 Leveraging Technology for Brand Positioning
Case: The Brand in Hand: Mobile Marketing at Adidas (905A24)
Question: What does the brand in hand concept mean for the branding efforts at Adidas?
- Session 125 Global Brands, Global Reach
Case: Lenovo: Building a Global Brand (507014)
Question: Does the country of origin (China) pose a problem for Lenovo to build a global brand?
- Session 26 Case: Haier: Taking a Chinese Company Global (706401)
Question: Comment on the prudence of Haier's three-thirds strategy?
- Session 27 The Emerging World of Fashion Brands
Case: Burberry (504048)

Question: Should Burberry launch Brit? What other product categories should it enter?

Session 28 Student Presentations: Brand Plan

Session 29 Student Presentations: Brand Plan

Session 30 Student Presentations: Brand Plan