New Product Development
Course Syllabus: MKTG510 A/B
SUMMER 2015
PCAR 394
University of Washington

INSTRUCTOR
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CLASS OVERVIEW
I am looking forward to meeting each of you very soon. As you probably noticed I live on the East Coast in Connecticut and really enjoy coming out to Seattle to join the University of Washington in this "accelerated format" class. This particular class is always an exciting one for me. My goal is to expose you to the world of New Product Development and provide you with tools that you can bring back with you to your various companies and institutions.

The class this year is composed of a mix of both day and evening MBA students as well as students from other UW campuses. This always enriches the class experience quite a bit. The schedules and driving distances for each of these groups of students differ. Therefore, I will try my best to make teams of all day or all evening students to help facilitate team interactions and meetings.

This is a fast-moving, interactive course, with a strong pragmatic emphasis. Cutting edge business cases, as well as the newest thinking in new product development, will be utilized throughout the course. Each student will have the opportunity of joining a team to debate the success or failure of an upcoming product launch. In addition, each student will also be a member of a "New Product" team and propose a launch of their own new product or service.

COURSE DATES
This course will be completed in 6 sessions as outline below:

| Class 1 of 6: | Friday  | 24 Jul 2015 | 10:30 AM – 3:30 PM |
| Class 2 of 6: | Saturday | 25 Jul 2015 | 10:30 AM – 3:30 PM |
| Class 3 of 6: | Friday  | 31 Jul 2015 | 10:30 AM – 3:30 PM |
| Class 4 of 6: | Saturday | 1 Aug 2015  | 10:30 AM – 3:30 PM |

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| Class 5 of 6: | Friday  | 14 Aug 2015 | 10:30 AM – 3:30 PM |
| Class 6 of 6: | Saturday | 15 Aug 2015 | 10:30 AM – 4:20 PM |

* The assigned time for this 4 credit class is 10:30 AM to 4:20 PM. From my experience in the past, students (and me) tend to start drifting off after about 3 PM. So this year I am placing that final hour of material on line to be reviewed at your leisure. There is a short quiz with each session to make that it is reviewed. This worked very well last year, so I thought I would give it a try again this year. So there is roughly a total of 5 hours of online material to be reviewed at your leisure.

I realize that these are LONG days to sit in one place. It is equally as challenging for me to stand in 1 place for that length of time. I will try my best to make these classes as interactive and as interesting as I can with regular breaks.

If any students have difficulty attending any of these Sessions, please notify me immediately. Because of the condensed format, missing any session means missing a great deal of material.
ATTENDANCE
All students are expected to attend all classes and be on time. Missing one class means missing a significant part of the overall course material. It is recognized that many students work a full time job that may require business travel and that illness does occur. All absences and tardiness must be discussed with me in advance.

THE WIRELESS WORLD
To respect the learning process for all of us, please turn off all cell phones, pagers, etc. You will not need your laptop for any class activities and therefore I ask that you not use it during class. I realize how tempting it is to do email and social media during class. There will be plenty of breaks each day to catch up on the outside world demands. I need your full attention, while the class is in session in order to finish on time.

With that said, I know that some of you may be accustomed to use your tablets and computers to take notes rather than with the traditional pen and paper. If you are one of these students, please email me that you would like to use your electronics ONLY for taking notes only and I will allow that.

COURSE MATERIALS
There is no text book for this class. I have assembled all the course materials into one inexpensive downloadable coursepack, published by Harvard Business Publishing. The link to this material will be sent to you in a separate email. All students need to purchase this coursepack directly from Harvard Business Publishing and download the materials. Students from prior classes have indicated that downloading this material is very easy and is very economical. I hope your experience is the same.

UW CANVAS
We will be using UW Canvas system for this class. You can find copies of all the PowerPoint presentations I give in class there. Many of the class sessions will be recorded for your review as well. In addition, the class syllabus will be there as well as reference materials and announcements. Please check this site regularly.

COURSE DESCRIPTION
A high percentage of the sales and profits of any business organization are directly tied to the successful introduction of new products and services. Unfortunately, the failure rate of these introductions is high because of the lack of understanding of the process. This course will provide you with the framework, tools, techniques and perspectives to be effective in the development and marketing of new products. This course will cover:

INTRODUCTION
- Course Overview
- What is Product Management
- Types of New Products
- The Product Life Cycle
- The New Product Development Process

INNOVATION
- Disruptive Innovations
- Open Source Innovation
- Creative Thinking and Brainstorming
- Tools for Brainstorming
- Creative Cultures
- Choosing the Best Ideas

UNDERSTANDING THE CUSTOMER
- Personas and User Scenarios
- Attributes and Perceptual Gap maps
- Feature Fatigue
- Psychology of New Product Introductions

BUILDING THE BUSINESS CASE