MKTG510 A/B (Hybrid)
New Product Development
Course Syllabus ... SUMMER 2016
University of Washington

INSTRUCTOR
Thomas A Giordano
155 Lisbon Drive
Fairfield, CT 06825
203-526-8470 (cell)
https://www.linkedin.com/in/tom-giordano-5313a71
giordanota@gmail.com

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, Role of the Product Manager, Types of New Products
• The Product Life Cycle, The New Product Development Process

INNOVATION
• Disruptive Innovation, 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
• Ideo and Design Thinking

BUILDING THE BUSINESS CASE
• Forecasting Using the Bass Model, Forecasting E Vehicles, Forecasting using the ATAR Model
• Sizing and Forecasting the Market, Product Pricing, Product Strategy
• Presenting Your Business Case

EXECUTING THE PLAN
• Project Scheduling, Agile (Guest Speaker), Working with the Development Organization
• The Sales Channel, CRM (Customer Relationship Management)
• Launching and Tracking the Product
COURSE AGENDA
This "Hybrid" course is a 7 week course blending the best of online learning, virtual video conferences and traditional "face to face" classroom sessions. The Agenda for this course is as follows:

WEEK #1 (19 Jun – 25 Jun)
• Webcast … Friday, 24 Jun …. 12 noon to 1 PM PST
• Online Content

WEEK #2 (26 Jun – 2 Jul)
• Online Content

WEEK #3 (3 Jul – 9 Jul)
• Online Content

WEEK #4 (10 Jul – 16 Jul)
• Webcast … Friday, 15 Jul …. 12 noon to 1 PM PST
• Online Content

WEEK #5 (17 Jul – 23 Jul)
• Online Content

WEEK #6 (24 Jul – 30 Jul)
• Online Content

WEEK #7 (31 Jul – 6 Aug)
• Friday, August 5th from 10:30 AM to 4:30 PM in PACCAR Hall
• Saturday, August 6th from 10:30 AM to 4:30 PM in PACCAR Hall
• Class concludes on Saturday, August 6th

Orchestrating a hybrid course, such as this, requires a great deal of coordination to fit the various venues into one seamless learning experience for the student. A detailed agenda and an "Overview of the Course" video recording will be sent to each enrolled student at least 2 weeks before class begins.

COURSE MATERIALS
There is no text book for this class. All course materials have been assembled into one inexpensive downloadable coursepack, published by Harvard Business Publishing. The link to this material will be sent to you at least 2 weeks before class begins. 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.

UW CANVAS
The UW Canvas Learning Management System will be used extensively for this class. Please consult it regularly.
GRADING

<table>
<thead>
<tr>
<th>ASSIGNMENT</th>
<th>POINTS</th>
<th>TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Learning Content</td>
<td>15</td>
<td>Individual</td>
</tr>
<tr>
<td>&quot;Boom or Bust&quot; Assignment</td>
<td>15</td>
<td>Small Team</td>
</tr>
<tr>
<td>Case #1 Analysis</td>
<td>15</td>
<td>Individual</td>
</tr>
<tr>
<td>Case #2 Analysis</td>
<td>15</td>
<td>Individual</td>
</tr>
<tr>
<td>Case #3 Analysis</td>
<td>15</td>
<td>Individual</td>
</tr>
<tr>
<td>New Product Development Plan</td>
<td>25</td>
<td>Large team</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>

Grades will be entered into the UW Canvas system as the assignments are completed. All grades are final.

ONLINE LEARNING UNITS (Individual ... 15 points)
There is approximately 3 to 3.5 hours of online learning content that needs to be completed each week. There is a test component associated with it to assure learning outcomes.

All learning units will be available on or before the 1st day of class. Although each learning unit has a "due date" for completion, students may complete the units well before the due date if they wish.

"BOOM OR BUST" ASSIGNMENT (Small Team....15 points)
Each "Boom or Bust" Team will be assigned a current product to debate (for example Applewatch or Google Glass). Half of the teams will argue that the launch will be successful and why.... the other half will argue that the launch will be a failure and why. This will be most likely an online discussion.

NEW PRODUCT PLAN (Large Team ... 25 points)
Each student team will develop a written new product introduction plan using the template supplied in class. This final report will be an Excel based template which contains "tabs" in which the following information will be entered:

- Cover
- Executive Summary
- Brainstorming Ideas
- Personas for the Proposed Product/Service
- Attributes Analysis
- Promotion Plan
- Product Strategy
- Launch Schedule
- Financial Model
- Key Performance Indicators

The format of the class lectures and discussions will follow this sequential format so that these tabs can be filled out as the class proceeds. This will eliminate the usual panic on the last day of class to complete the final assignment.

This is a competition among the various teams to gain funding for the proposed new product/service. This presentation WILL be timed. The presentation is 20 minutes with a 10 minute discussion period to follow. Each team will be asked on the final day of class to present their proposed new product to a panel of judges, the CEO (the instructor) and the Board of Directors (fellow classmates). The criteria for success will be discussed in class and we will use an online tool (survey monkey) to solicit Board of Director recommendations.
BUSINESS CASES (Individual ... 45 points ... 15 points per case)
Each student will be asked to analyze the 3 business cases related to new product development and launch.

TEAMS
The class is normally composed of a mix of both day and evening MBA students. Every attempt will be made to keep teams of all day or all evening students to help in the team meeting process.

Each student will be assigned a team randomly. Your team will be together for both the "Boom/Bust" assignments and the Final product presentations. The team makeup is best described with a simple example. Here is an example of team assignments with a class size of 36:

<table>
<thead>
<tr>
<th>Team</th>
<th># students</th>
<th>Boom/Bust</th>
<th>Final Product Presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1A</td>
<td>3</td>
<td>Product #1 Success</td>
<td>Your New Product #1</td>
</tr>
<tr>
<td>1B</td>
<td>3</td>
<td>Product #1 Failure</td>
<td></td>
</tr>
<tr>
<td>2A</td>
<td>3</td>
<td>Product #2 Success</td>
<td>Your New Product #2</td>
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<tr>
<td>2B</td>
<td>3</td>
<td>Product #2 Failure</td>
<td></td>
</tr>
<tr>
<td>3A</td>
<td>3</td>
<td>Product #3 Success</td>
<td>Your New Product #3</td>
</tr>
<tr>
<td>3B</td>
<td>3</td>
<td>Product #3 Failure</td>
<td></td>
</tr>
<tr>
<td>4A</td>
<td>3</td>
<td>Product #4 Success</td>
<td>Your New Product #4</td>
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<tr>
<td>4B</td>
<td>3</td>
<td>Product #4 Failure</td>
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<tr>
<td>5A</td>
<td>3</td>
<td>Product #5 Success</td>
<td>Your New Product #5</td>
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<tr>
<td>5B</td>
<td>3</td>
<td>Product #5 Failure</td>
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</tr>
<tr>
<td>6A</td>
<td>3</td>
<td>Product #6 Success</td>
<td>Your New Product #6</td>
</tr>
<tr>
<td>6B</td>
<td>3</td>
<td>Product #6 Failure</td>
<td></td>
</tr>
</tbody>
</table>

In this example. Teams 1 A and 1B will argue against each other for the Boom/Bust product assignment and come together as a larger team for the final product presentations.

INSTRUCTOR AVAILABILITY
Key to the success of this "hybrid" course is communication .... not only between the instructor and the student but also with the students among themselves. The instructor will make every attempt to answer student questions with 24 hours and oftentimes within a couple of hours. The instructor can be contacted at:

EMAIL: giordanota@gmail.com
CELL: 203-526-8470 (Text also)

Please feel free to email the instructor directly with any questions about this syllabus.
Instructor: Thomas A. Giordano

Executive in Residence, University of New Haven, Connecticut
Adjunct Professor, University of Washington, Seattle
President, Sectra Healthcare (2009-2010) (retired)
Vice President Marketing, Philips Healthcare (retired)

Tom is an adjunct faculty member of the Foster School of Business at the University of Washington in Seattle. There he has been the instructor for MKTG510, “New Product Development” for the past 10 years. He has served as a mentor in the Foster MBA mentoring program for 12 years.

Tom also holds an appointment as Executive in Residence with the College of Business at the University of New Haven in Connecticut. There he has been the instructor for, “Healthcare Information Systems” for the last 5 years. He continues to teach Marketing in the UNH “Executive Masters in Business Administration” program as he has done for the last 10 years. At UNH, Tom serves a professional career coach and holds executive coaching certifications from both Lore International and Tilt 360.

Recently Tom has been appointed as Chairman of the Patients Advisory Board at the Saint Vincent’s Hospital in Bridgeport, Connecticut.

Tom Giordano served as President of Sectra Healthcare for several years, leading a very successful business re-organization. He is now retired from Sectra.

Prior to that, he worked at Philips Healthcare for almost 30 years of service, retiring in 2005. At that time he was Vice President of Marketing, where he was responsible for 240 marketing professionals and several billion dollars in product. Through his career at Philips, Tom held a wide variety of positions of increasing responsibility at Philips, starting in engineering, progressing to product management, then marketing management and finally senior level business leadership. In 2004, he was awarded the prestigious Presidential Award from Philips for forming a new entrepreneurial business unit that tripled sales in 18 months. Tom played a key role as a course developer and instructor in the management development and executive training efforts within Philips, most recently with the Philips High Potential Development Center.

Tom earned a BS in Electrical Engineering from Drexel University in Philadelphia and a MS degree in Engineering from the University of Florida.