APPLICATION FOR NEW COURSE

1. Submitted by College of  Business and Economics  Date  1/31/07
   Department/Division offering course  School of Management

2. Proposed designation and Bulletin description of this course
   a. Prefix and Number  MKT 611
   b. Title*  New Product Development
      *NOTE: If the title is longer than 24 characters (including spaces), write
      A sensible title (not exceeding 24 characters) for use on transcripts
      ____________________________
   c. Lecture/Discussion hours per week  3
   d. Laboratory hours per week
   e. Studio hours per week
   f. Credits  3
   g. Course description
      An examination of how firms manage the new product development or service process. Topics covered include ideation, screening, design and prototyping, product portfolio management, new product launch and product acceptance.
   h. Prerequisites (if any)
      DIS 651; ECO 610; MKT 600
   i. May be repeated to a maximum of  ____________________________ (if applicable)

4. To be cross-listed as
   Prefix and Number
   Signature, Chairman, cross-listing department

5. Effective Date  Spring 2008  (semester and year)

6. Course to be offered  ☑ Fall  ☐ Spring  ☐ Summer

7. Will the course be offered each year?
   (Explain if not annually)  ☑ Yes  ☐ No

8. Why is this course needed?

   This course will be a new required part of our Evening MBA program. Entrepreneurial skills that center on the development of new products and services is of increasing importance to management professionals.

9. a. By whom will the course be taught?  Members of our Marketing Faculty in the School of Management
   b. Are facilities for teaching the course now available?  ☑ Yes  ☐ No
      If not, what plans have been made for providing them?
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10. What enrollment may be reasonably anticipated? 45

11. Will this course serve students in the Department primarily? □ Yes □ No
Will it be of service to a significant number of students outside the Department? □ Yes □ No
If so, explain.

This is a required course in the MBA program—a cross-disciplinary program in the Gatton College

Will the course serve as a University Studies Program course? □ Yes □ No
If yes, under what Area?

12. Check the category most applicable to this course
   □ traditional; offered in corresponding departments elsewhere;
   □ relatively new, now being widely established
   □ not yet to be found in many (or any) other universities

13. Is this course applicable to the requirements for at least one degree or certificate at the University of Kentucky? □ Yes □ No

14. Is this course part of a proposed new program:
   If yes, which? □ Yes □ No

15. Will adding this course change the degree requirements in one or more programs?*
    If yes, explain the change(s) below
    Yes it will be a new required course in our MBA program.

16. Attach a list of the major teaching objectives of the proposed course and outline and/or reference list to be used.

17. If the course is a 100-200 level course, please submit evidence (e.g., correspondence) that the Community College System has been consulted. □ Check here if 100-200.

18. If the course is 400G or 500 level, include syllabi or course statement showing differentiation for undergraduate and graduate students in assignments, grading criteria, and grading scales. □ Check here if 400G-500.

19. Within the Department, who should be contacted for further information about the proposed course?
   Name  Paul Jarley (pjar2@uky.edu)        Phone Extension  7-7692

*NOTE: Approval of this course will constitute approval of the program change unless other program modifications are proposed.
APPLICATION FOR NEW COURSE

Signatures of Approval:

Department Chair

Dean of the College

 ratt

2/19/07 Date

2/19/07 Date

Date of Notice to the Faculty

*Undergraduate Council

*University Studies

*Graduate Council

*Academic Council for the Medical Center

*Senate Council (Chair)

Date

Date

Date

Date

Date of Notice to University Senate

*If applicable, as provided by the Rules of the University Senate

ACTION OTHER THAN APPROVAL

Rev 3/04
MKT 611
New Product Development
Evening MBA program

COURSE DESCRIPTION:

Crucial to the success of any business is the service or product it sells. This course examines how firms manage the new product development or service process from ideation all the way through to new product acceptance. Key topics include: ideation, screening, estimating market demand, prototyping and beta testing, new product launch, and new product acceptance.

Learning Objectives:

More specifically, students will:

- Develop the skills necessary to successfully develop a new product and manage the new product development (NPD) process.
- Understand the NPD process in a competitive environment through the use of simulations.
- Become familiar with tools, techniques, and organizational structures that support NPD.
- Have an opportunity to become certified in NPD by passing the certification exam administered by the Product Development and Management Association.

Instructional Methods:

The course involves a variety of instructional methods, including lecture and related discussion, workshops, student presentations, simulations, cases, and guest lectures.

Learning Materials:

Required Texts


Simulation

Students will engage in a competitive simulation game that replicates the development and marketing of a new car at the Gatton Auto Show.

Class Attendance:

Class attendance is compulsory for all sessions, including guest lectures and lab work. A non-attendance without a proper excuse (see: http://www.uky.edu/StudentAffairs/Code/part2.html) will result in a zero score for that specific activity. If you have to miss a class, it is your responsibility to turn in any assignment due prior to the class and find out what was covered and assigned.
**Course Grading:**

- New Product Development Process Audit 15%
- Midterm Exam 30%
- Final Exam 30%
- Gatton Auto Show 25%

**Course Topics:**

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