**Course Number:** MBA TBD

**Course Name:** Product and Brand Management

**Course Description:** This course will study the best practices and techniques that underlie successful new product and brand development. This course will also examine the most common sources of new product/brand ideas and techniques for analyzing their potential. In addition, this course will explore the process required to move new products/brands through concept, development, launch, expansion, and decline.

**Credit Hours:** 3 hours

**Professor:** TBD

**Office:** TBD

**eMail:** TBD

**Office Hours:** TBD

**Classroom:** NA

**Class time:** Online

**Required Text and Readings:**

Case/reading packet is available from EOU bookstore (or online provider).

**Prerequisites:** Admitted MBA student in good academic standing

**Learning Outcomes**: On completion, students should demonstrate the following outcomes.

1. Analyze new *market opportunities* and the attractiveness of alternative solutions
2. Appraise new *product/brand concepts* and evaluate their potential for commercial success
3. Explain the product lifecycle and the activities associated with each phase
4. Create an effective product plan for an identified market opportunity
5. Develop examples of effective go to market strategies

**Course Overview:** Identifying new opportunities and successfully bringing an offering to market is essential to the success of *ANY* organization. This process includes identifying the need/market, developing concepts, evaluating the economic potential, proving the concept, developing the actual offering, and launching it effectively.

Students will also have the opportunity to create a new offering concept and then map out a plan to bring it to market and grow the opportunity.

**Means of Assessment**: All learning outcomes are assessed with discussion questions, quizzes, response briefs, and a new product development (NPD) term project.

**Discussion Questions: 30% of Final Grade (30 points/discussion)**

There will be one set of discussion questions per week.  These are listed in your weekly module on Canvas.  The discussion questions are worth 30 points each.  In order to get full credit you will have to respond to each discussion question (0-20 points) by Thursday and then post a meaningful comment to a classmates post (0-10 points/each) before the end of the week.

You are encouraged to post on more than one classmates post, but at least one is required for this assignment. We are looking for comments that add in a significant way to the dialog rather than just a "high five" - though positive encouragement is always a good thing! We are really looking for classmate posts that expand the breadth or depth of the discussion. In order to maximize your score, consider bringing in additional elements from the assigned readings, your own personal experiences, or examples you have found outside the class or in other readings.

Discussion weeks go from Monday to Sunday night at midnight.  **Once we move on there is no one there to have a discussion with, so late work will not be graded - please plan accordingly.**

**Quizzes: 30% of Final Grade (30 points/quiz)**

There is an online quiz for every segment that we cover in class. The quizzes are “generally” due the Sunday the week after the material is covered in class. The dates are all published on Canvas – *when in doubt, check Canvas*. These are open book exams and there is no time limit for completion as long as the exam is submitted before the deadline. Each exam will consist of 15 multiple choice, true/false, or short answer questions covering material from class discussion, the textbook, assigned articles, discussion questions, videos, or guest lectures.

**Response Briefs: 20% of Final Grade (50 points/brief)**

There will be four response briefs due on critical new product/brand development issues or other “hot topics” over the course of the term. The assignments will be posted in your weekly module on Canvas. The assignment will usually consist of a video clip or press clipping with questions that explore the topic in more detail. You will review the information presented and then prepare a response brief (maximum of 2 pages, 1.5 spaced, 12 point font) that responds.

The response briefs will be graded based on the sophistication of the written contribution and the quality of the information presented. We are looking for insightful analysis – not just a summary of what was included in the video/press clip.

Please be certain that you address the question(s) posed. Additionally, please use appropriate grammar and “proof read” your document. **Points will be deducted** **for poorly prepared written assignments.** Papers that do not address the assigned question, or are “off-topic”, will receive no credit.

Papers must be submitted before the date posted on Canvas. **Response briefs will only be accepted on Canvas and late briefs will not be accepted.**

**New Product/Brand Development (NPBD) Plan: 20% of Final Grade (200 points - overall)**

This project is designed to allow students to understand the key elements in the new product and brand development process by using a product or service idea that they have created. Students will need to use the framework(s) and tools covered in the course to create a short management presentation and a new product planning document with the supporting details.

Teams of 3 to 4 students will be selected and posted on Canvas during the second week of class. The teams will each select the new offering concept they want to work on – which must be approved in advance by the instructor. When making a final selection teams should consider factors such as the interest level of the group, the availability of information based on group member experience and access to primary/secondary information, access to potential users of the offering, and time-frame for implementation.

Project deliverables must be submitted before the date posted on Canvas. **Assignments will only be accepted on Canvas and late assignments will not be accepted.**

***NPBD Project Report (140 points)***

The final NPBD written report should include all the following elements to total approximately 15 – 20 pages, excluding title page and exhibits. (Project Report Outline on Canvas)

1. **Executive Summary**

This should be no more than two pages (ideally one page) and should highlight the key aspects of the product/brand, the marketing opportunity, and the conclusions. The executive summary should be designed so that the reader can quickly understand what was accomplished – they can consult the report if they want to explore more details.

1. **NPD Opportunity Identification and Situation Analysis**

This describes the basic innovation idea in a product innovation charter (PIC) and what industry, competitive, consumer and other factors support its potential for success. This section presents an abbreviated 3-C and 4-P analysis of the product or service category the team seeks to enter as well as a value chain and simplified SWOT to include strategies to maximize strengths and opportunities and mitigate weaknesses and threats.

1. **Concept Generation**

Once the team has selected a new product idea to pursue, it is likely that various alternative possibilities exist with respect to features, benefits, positioning, and target markets. The team will need to identify the most important alternatives and then generate 3 to 5 written concepts. Concisely explain who the team selected the finalists and include the written concepts as exhibits to the report.

1. **Concept/Project Evaluation and Testing**

The team should interview at least five prospective customers to obtain their reactions to the alternative concepts. This section explains the team’s research methodology, including questionnaire, and describes results including overall reactions, specific likes and dislikes, purchase intentions, and other metrics.

1. **Development and Strategy Soundness Evaluation**

This section presents a critical evaluation of the plan’s underlying assumptions, including a perceptual map, a feasibility/risk analysis, and an assessment of the prospects for success while creating a sustainable competitive advantage.

1. **Recommendations**

This section includes recommendations for the project including the marketing mix, rough (high-level) revenue projections, implementation plan (including marketing strategies), and contingency plans if objectives are not achieved.

***NPBD Project Presentation (40 points)***

The team will create a brief (10 – 12 slides) PowerPoint presentation that describes the product/brand, alternatives, and findings. This is the equivalent of a presentation that would be given to senior management or investors describing the opportunity and findings. The presentation needs to contain enough detail in the notes pages so that a reader who did not attend the presentation will still know exactly what was covered.

***Evaluation Criteria:*** *Rubrics will be posted on Canvas*

***Peer Evaluations (20 points)***

A peer evaluation form is required from each team. It is up to the team to determine in advance the division of labor and the contributions required of each member. If the team members all participated equally, or met/exceeded the expectations of the group, then all team members should be given an equal amount of points. In cases where there is an unequal contribution, which was not anticipated by the group (as shown by the evaluation), grades may be adjusted to reflect the actual level of participation/contribution.

A summary of the total points possible for this class by assignment is provided below. The final course grade assigned will be based on the percentage of total points earned by the student as outlined in the table below.

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| --- | --- |
| **Grade** | **Minimum %** |
| A | 95 |
|  A- | 90 |
|  B+ | 87 |
| B | 84 |
|  B- | 80 |
|  C+ | 77 |
| C | 74 |
|  C- | 70 |
| D | 60 |
| F | <60 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Assignment** | **Due date** | **Max score** | **Percentage of total grade** | **Learning Outcomes** | **Program Outcomes** |
| Discussion Questions | as assigned | 300 | 30% | 1 - 5 | 1, 4 |
| Quizzes | as assigned | 300 | 30% | 1 - 5 | 1,4 |
| Response Briefs | as assigned | 200 | 20% | 1, 2 | 1, 4 |
| NPD Plan | Mon finals week | 200 | 20% | 4, 5 | 2, 4 |
| Course Total |  | 1,000 | 100% |  |  |

**General Education Category and Outcomes**: This a graduate course in the MBA program.

**University Writing Requirement (UWR) Outcomes:** Does not qualify as a UWR

EOU Writing Center

The Writing Center provides a place — physical or virtual — where every EOU writer can find an interested, responsive reader. Writing tutorials are free of charge for EOU’s undergraduate and graduate students who are writing for any course at any level, or who are writing resumes, job letters, graduate applications, and more. Go to eou.mywconline.com to schedule an appointment in the Writing Center (Loso Hall 234). Students in online course can also visit the eTutoring page to submit papers to a writing tutor.

**Statement on Student Conduct:**

Eastern Oregon University places a high value upon student safety and protecting the inclusive and inviting nature of the learning environment. The university does not permit behavior that is disrespectful, threatening, or disruptive; to faculty, other students, or the learning process. This policy applies both inside and outside the classroom. Please refer to the student Code of Conduct for more details: <https://www.eou.edu/student-affairs/code-of-conduct/>

**Statement on Academic Misconduct**:

Eastern Oregon University also places a high value upon the integrity of its student scholars. Any student found guilty of an act of academic misconduct (including, but not limited to, cheating, plagiarism, or theft of an examination or supplies) may be subject to having his or her grade reduced in the course in question, being placed on probation or suspended from the University, or being expelled from the University—or a combination of these. Please see Student Handbook at: http://www.eou.edu/saffairs/handbook/honest.html

**Accommodations/Students with Disabilities Policy:**

Any student who feels he or she may need an accommodation for any type of disability, please make an appointment to see me during my office hours or contact the Disability Services Office in Loso Hall, Room 234. Phone: 541-962-3081 (disabsvc@eou.edu). You can learn more about the types of services offered here: [https://www.eou.edu/disability/accommodations](https://www.eou.edu/disability/accommodations/)/.

**Syllabus Prepared By**: W. Zehr

**Date**: 10/20/2017