

**Commerce 4MC3  
New Product Marketing  
Winter 2024 Course Outline**

**Marketing Area  
DeGroote School of Business  
McMaster University**  
January 11, 2024

***INSTRUCTOR AND CONTACT INFORMATION***

Section 1: Friday, 8:30 – 11:20am  
Classroom: On Avenue  
**Vijay Kumar**  
Instructor  
ramador@mcmaster.ca  
Office hours: after class

**Student TA**  
Radhika Jain  
[jainr40@mcmaster.ca](mailto:jainr40@mcmaster.ca)

**Course Website:** <http://avenue.mcmaster.ca> (Avenue to Learn – A2L)

***COURSE ELEMENTS***

Credit Value:	3	Leadership:	Yes	IT skills:	No	Global view:	Yes
Avenue:	Yes	Ethics:	No	Numeracy:	Yes	Written skills:	Yes
Participation:	Yes	Innovation:	Yes	Group work:	Yes	Oral skills:	Yes
Evidence-based:	Yes	Experiential:	Yes	Final Exam:	No	Guest speaker(s):	No

***COURSE INFORMATION***

Lectures: Once a week, 2 hours 50 minutes. Nestled within the lectures are presentations and class tests.

Course delivery mode: In-person.

Course Description: New products are imperative to corporate growth and survival. This course is about understanding the entire process of cultivating and introducing a new product into the market. In particular, this course covers:

- (1) opportunity identification & selection
- (2) concept generation & evaluation
- (3) development; and finally
- (4) the launch plan.

Topics covered include new products – critical success factors & the keys to new product success; the new product process – a game plan from idea to launch; obtaining new product ideas; picking *the winners* - sales forecasting and project testing & selection; and *market information and customer input*. The course has a strong practical and applications orientation.

The course consists of a combination of lectures, videos, class exercises, projects, and presentations. Course textbook provides the theoretical underpinnings of the course. The report and presentations are graded based on individual and team performance.

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### **IMPORTANT LINKS**

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- Mosaic
- Avenue to Learn
- Student Accessibility Services – Accommodations
- McMaster University Library

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### **COURSE LEARNING OUTCOMES**

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Upon completion of this course, students will be able to complete the following key tasks:

1. Establish a stage-gate based new product development plan
2. Formalize a new product idea generating process
3. Identify the key metrics and forecasts to measure NPD success
4. Prioritize your inventory of projects to achieve a balanced portfolio that supports value maximization
5. Select the right projects to maximize profit potential.
6. Build strong links to a robust new product strategy.

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### **COURSE LEARNING GOALS**

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Developing and marketing innovative new products is essential for all firms to keep up with constantly changing consumer preferences, to evolve with the state of technology, and/or to ensure that the firm's product line does not become 'stale'. The benefits and rewards to innovating firms is evident in the rate at which new products are brought to market despite high new-product failure rates. According to Mintel (2011) data, for example, global consumer packaged goods manufacturers introduce roughly *20,000 new products each month*.

This course will help you understand the role of new product development and marketing within the organization, and problems faced by managers. This course will equip you with the

concepts, tools, and methods used in the marketing and management of new products. Finally, this course will enhance your ability to communicate your ideas, solutions, and recommendations.

### **REQUIRED MATERIALS AND TEXTS**

#### **Required**

Avenue (A2L) registration for course content, readings, and case materials

- <http://avenue.mcmaster.ca>

New Products Management, 12<sup>th</sup> edition, Merle Crawford, Anthony DiBenedetto, McGraw-Hill Irwin

### **CLASS FORMAT**

This is an in-person 2 hours 50 minutes course. Nestled within the lectures are class tests, presentations of assignments and discussions.

There will be a short break part way through at a convenient time. Please use this time to take care of personal needs of various kind.

### **COURSE EVALUATION**

Learning in this course results from understanding textbook contents and application of concepts to projects, hand-in reports, and tests. The balance of the learning results from lectures on strategic concepts. Work will be evaluated on an individual basis as well as in groups, in which case group members will share the same grade adjusted by peer evaluation and instructor and TA evaluation. Your final grade will be calculated as follows:

GRADE COMPONENT	WEIGHT	DESCRIPTION
<b>Engagement/Participation</b>	<b>10%</b>	5%: Attendance 5%: Active Contributions to weekly lectures and discussions

<b>Multiple choice or short answer exams (individual)</b>	<b>40%</b>	4 MCQs and Short Answers; 50 min.
<b>Project 1 – Opportunity identification and selection; and concept generation and evaluation</b>	<b>25%</b>	<b>Report and presentation.</b>
<b>Project 2 – Development; and launch plan</b>	<b>25%</b>	<b>Report and presentation.</b>

NOTE: The use of a McMaster standard calculator is allowed during examinations in this course. See McMaster calculator policy

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## ***COURSE DELIVERABLES***

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### ***Multiple Choice & Short Answer Exams***

The 4 exams will comprise 40% of your final grade, or **10% each**. There will be *NO late exams or make-up exams*. Exams will cover the required reading (see weekly outline below) and material discussed in class. All exams will be taken and graded on an individual basis.

### **Project 1 - Opportunity identification and selection; and concept generation and evaluation (in a report) - 25%**

A group of 5 members is responsible for submitting the report in PowerPoint uploaded to Avenue. Detailed instructions will be given on Avenue.

### **Project 2 - Development; and launch plan (in a report) - 25%**

Each group of 5 members is responsible for submitting the report in PowerPoint uploaded to Avenue. Detailed instructions will be given on Avenue.

### ***Participation – 10%***

Name cards and class pictures are used to help give credit for your participation. You must have a name card, or log in, with your **full first and last name** clearly written and displayed for every class.

Since student participation is an important component of this course, official McMaster student ID photographs will be used to ensure that each student is assessed accurately. The instructor will use the photograph to ensure the accuracy of participation marks, group work, and for identifying students for grading purposes.

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## ***LATE ASSIGNMENTS***

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Grades on late assignments will be reduced by a minimum of 10% and up to 100% depending on the assignment's weight and how late it was submitted. Peer evaluations submitted late will not earn any credit.

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### **COMMUNICATION AND FEEDBACK**

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Students who wish to correspond with instructors or TAs directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Area Administrative Assistants. All students must receive feedback regarding their progress prior to the final date by which a student may cancel the course without failure by default.

- For Level 1 and Level 2 courses, this feedback must equal a minimum of 20% of the final grade.*
- For Level 3 courses and above, this feedback must equal a minimum of 10% of the final grade.*

Instructors may solicit feedback via an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

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### **REQUESTING RELIEF FOR MISSED ACADEMIC WORK**

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In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar "[Requests for Relief for Missed Academic Term Work](#)" and the link below;

<http://ug.degroote.mcmaster.ca/forms-and-resources/missed-course-work-policy/>

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### **COURSE MODIFICATION**

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From time to time there may be a need to remove/add topics or to change the schedule or the delivery format. If these are necessary, you will be given as much advance notice as possible.

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### **GENERATIVE AI**

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#### **UNRESTRICTED USE**

Students may use generative AI throughout this course in whatever way enhances their learning; no special documentation or citation is required.

## **ACADEMIC INTEGRITY**

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. **It is your responsibility to understand what constitutes academic dishonesty.**

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university. For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](#).

The following illustrates only three forms of academic dishonesty:

- plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
- improper collaboration in group work.
- copying or using unauthorized aids in tests and examinations.

## **AUTHENTICITY/PLAGIARISM DETECTION**

**Some courses may** use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. Avenue to Learn, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software. **All submitted work is subject to normal verification that standards of academic integrity have been upheld** (e.g., on-line search, other software, etc.). For more details about McMaster’s use of Turnitin.com please go to [www.mcmaster.ca/academicintegrity](http://www.mcmaster.ca/academicintegrity).

## **COURSES WITH AN ON-LINE ELEMENT**

**Some courses may** use on-line elements (e.g., e-mail, Avenue to Learn, LearnLink, web pages, capa, Moodle, ThinkingCap, etc.). Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last

names, usernames for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure, please discuss this with the course instructor.

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### **ONLINE PROCTORING**

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*Some courses may* use online proctoring software for tests and exams. This software may require students to turn on their video camera, present identification, monitor and record their computer activities, and/or lock/restrict their browser or other applications/software during tests or exams. This software may be required to be installed before the test/exam begins.

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### **CONDUCT EXPECTATIONS**

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As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the [Code of Student Rights & Responsibilities](#) (the “Code”). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online.**

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students’ access to these platforms.

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### **ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES**

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Students with disabilities who require academic accommodation must contact [Student Accessibility Services](#) (SAS) at 905-525-9140 ext. 28652 or [sas@mcmaster.ca](mailto:sas@mcmaster.ca) to make arrangements with a Program Coordinator. For further information, consult McMaster University’s [Academic Accommodation of Students with Disabilities](#) policy.

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### **ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)**

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Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the [RISO](#) policy. Students should submit their request to their Faculty Office *normally within 10 working days* of the beginning of term in which they anticipate a need for accommodation or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

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### ***COPYRIGHT AND RECORDING***

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Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, **including lectures** by university instructors.

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

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### ***EXTREME CIRCUMSTANCES***

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The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, Avenue to Learn and/or McMaster email.

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### ***ACKNOWLEDGEMENT OF COURSE POLICIES***

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Your enrolment in Commerce 4MC3 will be considered an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.



**COURSE SCHEDULE**

**Commerce 4MC3  
New Product Marketing  
Winter 2024 Course Schedule**

WEEK	DATE	LECTURES AND ASSIGNMENTS
1	Jan. 12	<ul style="list-style-type: none"> <li>Course Introduction</li> </ul> Lecture: <ul style="list-style-type: none"> <li>NPM: Chapter 1: <b>“Strategic Elements of Prod. Development”</b></li> <li>NPM: Chapter 2: <b>“The new products process”</b></li> </ul>
2	Jan. 19	Lecture: <ul style="list-style-type: none"> <li>NPM: Chapter 3: <b>“Opportunity identification and selection”</b></li> <li>NPM: Chapter 4: <b>“The product concept and ready-made new product ideas”</b></li> </ul> Assignment: <ul style="list-style-type: none"> <li>5 member group formation</li> </ul>
3	Jan. 26	Lecture: <ul style="list-style-type: none"> <li>NPM: Chapter 5: <b>“New product ideas: the problem find-solve approach”</b></li> <li>NPM: Chapter 6: <b>“New product ideas; analytical attribute approaches”</b></li> </ul>
4	Feb. 02	Test 1: based on Chapters 1 to 4 Lecture: <ul style="list-style-type: none"> <li>NPM: Chapter 7: <b>“Concept evaluation and testing”</b></li> <li>NPM: Chapter 8: <b>“The full screen”</b></li> </ul>
5	Feb. 09	Lecture: <ul style="list-style-type: none"> <li>NPM: Chapter 9: <b>“Sales forecasting and financial analysis”</b></li> <li>NPM: Chapter 10: <b>“Product protocol”</b></li> </ul>
6	Feb. 16	Test 2: based on Chapters 5 to 8 <ul style="list-style-type: none"> <li>Time allotted to groups to discuss points related to project</li> </ul>

7	Mar. 01	Submission of Report on Project 1 Lecture: <ul style="list-style-type: none"> <li>• NPM: Chapter 11: <b>“Design”</b></li> <li>• NPM: Chapter 12: <b>“Development team management”</b></li> </ul>
8	Mar. 08	Test 3: based on Chapters 9 and 10 Lecture: <ul style="list-style-type: none"> <li>• NPM: Chapter 13: <b>“Product use testing”</b></li> <li>• NPM: Chapter 14: <b>“Strategic launch planning”</b></li> </ul>
9	Mar. 15	Lecture: <ul style="list-style-type: none"> <li>• NPM: Chapter 15: <b>“Implementation of the strategic plan”</b></li> <li>• NPM: Chapter 16: <b>“Market testing”</b></li> </ul>
10	Mar. 22	Test 4: based on Chapters 11 to 14 Lecture: <ul style="list-style-type: none"> <li>• NPM: Chapter 17: <b>“Launch management”</b></li> <li>• NPM: Chapter 18: <b>“Public policy issues”</b></li> </ul>
11	Apr.05	Time allotted to groups to discuss points related to Project 2
12	Apr.09	Submission of Report on Project 2