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## JOHN CABOT UNIVERSITY

**COURSE CODE: "MKT 304"**

**COURSE NAME: "New Product Management"**

**SEMESTER & YEAR: Fall 2024SYLLABUS**

**INSTRUCTOR:** Pietro Paganini

**EMAIL:** ppaganini@johncabot.edu

**HOURS:** M4:30 PM 7:15 PM

**TOTAL NO. OF CONTACT HOURS:** 45

**CREDITS:** 3

**PREREQUISITES:** Prerequisite: MKT 301

**OFFICE HOURS:** By appointment

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### **COURSE DESCRIPTION:**

This course investigates the process of new product development and product management, starting from idea and concept generation through to project evaluation and development. The course is designed to be an interactive workshop for new product development, allowing students to explore market opportunities and propose new concepts to the market.

### **SUMMARY OF COURSE CONTENT:**

- Design, creative and critical thinking
- Team-building and project management
- New Product Process
- Opportunity identification and selection
- Market research and scenario analysis
- Strategic planning
- Idea generation, preparation and alternatives
- Concept/project evaluation
- Product design, development and prototypeization
- Product launch
- Product related rules and regulations

- Fund Raising

This is a project-oriented class, students will be asked to solve a business problem presented by a multinational or a SME. They will develop a new/existing product and launch it on the market.

Students will be part of the House of Innovation, an open class; they will work in cross-functional teams, interacting with the students of other courses who will be engaged in solving the same problem on the basis of their course objectives and competences. The course is organized as a workshop for new product/service development, allowing students to explore market opportunities and to propose new concepts to the market. In addition to working in teams, they will attend labs, do simulation exercises and role-playing games, and will be asked to interact with the business community outside the university campus.

Lectures will provide students with the know-how, competencies and tools in order to enhance their skills and solve the problems their project requires. Students will be engaged in flipped classes to increase their knowledge and their learning skills, and their communication and team competences.

#### **LEARNING OUTCOMES:**

Upon successful completion of all the course assignments, the student will be able to:

- Solve complex business problems
- Manage complex projects
- Present, convince and entertain
- Develop design and critical thinking skills
- Work in teams and collaborate with their peers and the broader business community
- Demonstrate a certain attitude towards innovation, creativity and entrepreneurship
- Understand the overall process of new product/service development and management
- Explore and identify market opportunities and marketing trends
- Apply technical skills to concept development and evaluation
- Acknowledge different types of new products and services
- Apply market segmentation
- Perform sales forecasts and project financial analysis

- Develop an overall branding and product strategy

**TEXTBOOK:**

Book Title	Author	Publisher	ISBN number	Library Call Number	Comments	Format	Local Bookstore	Online Purchase
New Products Management	Crawford & Di Benedetto	McGraw-Hill	978-981-4577-10-6			Hard Copy		

**REQUIRED RESERVED READING:**

NONE

**RECOMMENDED RESERVED READING:**

NONE

**GRADING POLICY**

**-ASSESSMENT METHODS:**

Assignment	Guidelines	Weight
Class attendance, class participation and debate		5%
Coursework		30%
New Product project		40%
Mid-term: concept generation		15%
Final project presentation		10%

**-ASSESSMENT CRITERIA:**

**A** Work of this quality directly addresses the question or problem raised and provides a coherent argument displaying an extensive knowledge of relevant information or content. This type of work demonstrates the ability to critically evaluate concepts and theory and has an element of novelty and originality. There is clear evidence of a significant amount of reading beyond that required for the cour

**B** This is highly competent level of performance and directly addresses the question or problem raised. There is a demonstration of some ability to critically evaluate theory and concepts and relate them to practice. Discussions reflect the student's own arguments and are not simply a repetition of standard lecture and reference material. The work does not suffer from any major errors or omissions and provides evidence of reading beyond the required assignments.

**C** This is an acceptable level of performance and provides answers that are clear but limited, reflecting the information offered in the lectures and reference readings.

**D** This level of performances demonstrates that the student lacks a coherent grasp of the material. Important information is omitted and irrelevant points included. In effect, the student has barely done enough to persuade the instructor that s/he should not fail.

**F** This work fails to show any knowledge or understanding of the issues raised in the question. Most of the material in the answer is irrelevant.

**-ATTENDANCE REQUIREMENTS:**

Students are supposed to come prepared to class and participate in all activities. Active participation is crucial. Regular attendance is an essential component of class participation.

Students that miss **three classes** may be asked to withdraw from the course. Two lateness equal one absence.

*Please refer to the university catalog for the attendance and absence policy.***ACADEMIC HONESTY**

**As stated in the university catalog, any student who commits an act of academic dishonesty will receive a failing grade on the work in which the dishonesty occurred. In addition, acts of academic dishonesty, irrespective of the weight of the assignment, may result in the student receiving a failing grade in the course. Instances of academic dishonesty will be reported to the Dean of Academic Affairs. A student who is reported twice for academic dishonesty is subject to summary dismissal from the University. In such a case, the Academic Council will then make a recommendation to the President, who will make the final decision.**STUDENTS WITH LEARNING OR OTHER DISABILITIES

**John Cabot University does not discriminate on the basis of disability or handicap. Students with approved accommodations must inform their professors at the beginning of the term. Please see the website for the complete policy.**

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SCHEDULE

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Session	Session Focus	Reading Assignment	Other Assignment	Meeting Place/Exam Dates
Class 1	New product process	Course introduction - Chapter.2 (NPM)		
Class 2	What is a product/service	Frontal lecture - Ch.2 (NPM)	Final proj. team formation	
Class 3	Product presentation		Students Product pitch	
Class 4	Product presentation		Students Product pitch and NPP team work	
Class 5	Team management	Ch.14 (NPM)	NPP Lab	
Class 6	Opportunity identification	Frontal lecture + NPP Lab - Ch.3 (NPM)		
Class 7	Opportunity identification		Students presentation & work evaluation	
Class 8	Concept generation - Preparation and alternatives	Frontal lecture + NPP Lab - Ch.4-5 (NPM)		
Class 9	Concept evaluation: testing - full screen - product protocol	Frontal lecture+ NPP Lab - Ch.8-9-10-12 (NPM)		

Class 10	Concept testing - full screen - prod. protocol	Frontal lecture + NPP Lab - Ch.8-9-10-12 (NPM)	Case study 1	
Class 11	Policy & regulation	NPP Lab - Ch.20 (NPM)		
Class 12	Midterm		Concept generation	
Class 13	1st stage analysis		Project evaluation	
Class 14	Development - design	Frontal lecture - Ch.13 (NPM)		
Class 15	Development - design		NPP Design	
Class 16	Prod. development & testing	Ch.15 (NPM)		
Class 17	Lecture by Cisco			
Class 18	Strategic launch planning	Ch.16 (NPM)	case study (T 1-2)	
Class 19	Lecture: start-up 2.0			
Class 20	Implementation of the strategic plan	Ch.17 (NPM)	case study (T 3-4)	
Class 21	Lecture by 3M			
Class 22	Market testing	Ch.18 (NPM)	case study (T 5-6)	
Class 23	Lecture by Telit		case study (T 7-8)	
Class 24	Launch management	Ch.19 (NPM)		
Class 25	NPP Lab		NPP final draft	
Class 26	JCU Entrepreneurship Institute Conference			
Class 27	NPP Pres.		Final proj. pres	
Class 28	NPP Pres.		Final proj. pres	
Class 29 - TBD	Final Exam			