Graduate Course Syllabus

MKT 670: Product Management

Center: Online

Course Prerequisites

MKT 500

Course Description

This course addresses the growing role of the product manager within the marketing organization and his or her role in new product development and management.

Course Outcomes

- Expose students to the tools and methodologies employed in the formulation of successful product marketing strategies
- Explore the product development process and corresponding issues product managers encounter when developing and managing products
- Examine specific marketing management problems throughout the product lifecycle of consumer products
- Describe institutions and practices that are unique to the product management process
- Develop an understanding of how the business organization can maintain and enhance its corporate position through product marketing and innovation

Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through SNHU's online bookstore, [MBS Direct](#), rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the Help Desk, your advisor, and the instructor can provide you with support if you have problems.

New Products Management

Merle Crawford and Anthony Di Benedetto

Richard D. Irwin, Inc.

11th Edition

Mc-Graw-Hill

ISBN: 978-0-07-802904-2

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place in Blackboard on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions forum in Blackboard so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Class Discussion Boards	9	28	252
Group Discussion Boards	2	50	100
Article Reviews	2	50	100
Journals and wikis	5	20	100
Short Paper/Presentation	4	50	200
New Product Introduction Plan	4	63	252
		Total Course Points:	1004

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Graduate

	Total Points:	1004		
Grade	Numerical Equivalent	Points	Points Equivalent	
			Lower	*Upper*
A	93-100	4.00	934	1004
A-	90-92	3.67	904	933
B+	87-89	3.33	873	903
B	83-86	3.00	833	872
B-	80-82	2.67	803	832
C+	77-79	2.33	773	802
C	73-76	2.00	733	772
F	0-72	0.00	0	732
I	Incomplete			
IF	Incomplete/Failure*			
W	Withdrawn			

*Please refer to the [policy page](#) for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Course Information area in the Assignment Guidelines and Rubrics folder.

Weekly Assignment Schedule

The Learning Modules area in Blackboard contains one module folder for each week of the course. All reading and assignment information can be found in the folders. Assignments and discussion board posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module in Blackboard.

Module	Topics and Assignments
1	New Product Development – What Is It All About? Reading: *New Products Management*, Chapter 1 1-1 Discussion: Introduction to New Product Development 1-2 Group Discussion: Iridium 1-3 New Product Journal: Apple iPod 1-4 Final Project: NPIP Introduction Review
2	Bringing a Product to Life Reading: *New Products Management*, Chapters 2 and 3 2-1 Discussion: New Product Identification and Strategy 2-2 New Product Journal: Company Approaches 2-3 Final Project: NPIP Proposal
3	Concept Generation – Part I Reading: *New Products Management*, Chapters 4 and 5 3-1 Discussion: Determining Target Market Problems 3-2 Article Review 3-3 Final Project: Market Description
4	Concept Generation – Part II Reading: *New Products Management*, Chapters 6 and 7 4-1 Discussion: Quantitative and Qualitative 4-2 Short Paper: Qualitative and Quantitative 4-3 Final Project: Product Description
5	Concept and Project Evaluation Reading: *New Products Management*, Chapter 8 and 9 5-1 Discussion: Evaluation 5-2 Article Review 5-3 Final Project: SWOT Analysis

6	Matching Target Markets and Product
	Reading: *New Products Management*, Chapter 12 and 13
	6-1 Discussion: Product Protocol
	6-2 New Product Idea Wiki: Product Modification
	6-3 Short Paper: Analytic Hierarchy Process
	6-4 Final Project: Part One
7	Product Development
	Reading: *New Products Management*, Chapter 14 and 15
	7-1 Group Discussion: Managing the Cross-functional Team
	7-2 Discussion: Testing the Product
	7-3 Presentation
	7-4 Final Project: Economic Summary
8	The Product Launch Process
	Reading: *New Products Management*, Chapter 16 and 17
	8-1 Discussion: Implementing the Strategic Launch Plan
	8-2 New Product Journal: Naming
	8-3 Final Project: Part Two
9	Preparing to Launch
	Reading: *New Products Management*, Chapter 18 and 19
	9-1 Discussion: Launching the Product
	9-2 Short Paper: Product Launch
	9-3 Final Project: Product Description
10	Product Regulatory Issues
	Reading: *New Products Management*, Chapter 20
	10-1 Final Project: Submit Final Project
	10-2 Foreign Regulatory Bodies Wiki

Attendance Policy

Online students are required to submit a graded assignment/discussion to Blackboard during the first week of class. If a student does not submit a posting to the graded assignment/discussion during the first week of class, the student is automatically withdrawn from the course for non-participation. Review the full attendance policy.

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the full late assignment policy.

SNHU College of Online and Continuing Education Student Handbook

Review the student handbook.

Diversity and Disability Statement

The College of Online and Continuing Education (COCE) at SNHU values diversity and inclusion. SNHU strives to create inclusive and welcoming academic environments. If there are aspects of the instruction or design of this course that present barriers to your inclusion, please notify the Disability Resource Center (DRC) as soon as possible. We will work with you and your instructor to address needs and concerns. We encourage all students with known or suspected physical, medical, sensory, psychiatric, and/or learning disabilities to register with the Disability Resource Center (DRC) in order to assess learning needs and take advantage of available academic accommodations and support services.

SNHU does not discriminate on the basis of race, color, national origin, sex, disability, age, religion, citizenship, marital status, gender identity or expression, sexual orientation, veteran/military status, or genetic information in its programs and activities. Requests for disabilities accommodations within COCE should be directed to:

Disability Resource Center (DRC)
(866) 305-9430
(877) 520-8916 (fax)
drc@snhu.edu

We welcome COCE students, faculty, and staff to consult with the Disability Resource Center (DRC) on disability-related questions or concerns. We look forward to hearing from you.

Complaints regarding discrimination and accommodations should be directed to:

(603) 645-9664
(603) 645-9717 (fax)
adacompliance@snhu.edu

Academic Honesty Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the full academic honesty policy.

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the full copyright policy.

SNHU College of Online and Continuing Education Withdrawal Policy

Review the full withdrawal policy.

Southern New Hampshire University Policies

More information about SNHU policies can be found on the policy page.

Assessment Calibration and Student Work Samples

For the purpose of continuous improvement of our educational training, Southern New Hampshire University's College of Online and Continuing Education may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you have any questions or concerns, contact your advisor. If you would like to withdraw permission for use of your work, please contact the assessment calibration administrator at assessmentcalibration@snhu.edu. See this document for more information.