



**UNSW**

## UNSW Course Outline

# MARK3091 New Product and New Service Development - 2024

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## General Course Information

**Course Code :** MARK3091

**Year :** 2024

**Term :** Term 1

**Teaching Period :** T1

**Is a multi-term course? :** No

**Faculty :** UNSW Business School

**Academic Unit :** School of Marketing

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Undergraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

Developing and introducing new products and new services is an important business function for many organisations. The purpose of this course is to examine new product and new service development from a strategic marketing and strategic management perspective. The course

covers the strategic basis for product development including sources and types of innovation, market entry timing, product market structure and competition, disruptive and entrepreneurial innovation, and the development of new services and service bundles. Class activities include critical review of conceptual and research literature, analysis of case studies and development of a formal strategic market analysis for a new product or new service.

## **Course Aims**

The purpose of this course is to develop an understanding of new product and new service development from a strategic marketing management perspective. The topics cover the strategic basis for product development including sources and types of innovation, market entry timing, product market structure and competition, disruptive and entrepreneurial innovation.

## **Relationship to Other Courses**

The purpose of this course is to develop an understanding of new product and new service development from a strategic marketing and management perspective. The topics cover a) the strategic basis for product development including sources and types of innovation, market entry timing, product market structure and competition, disruptive and entrepreneurial innovation, user and lead user analysis, and managing the new product development process.

The pre-requisite for this course is successful completion of MARK2012 Marketing Fundamentals. MARK3091 is a Marketing elective course.

# Course Learning Outcomes

Course Learning Outcomes
CLO1 : Analyse how innovation occurs in an industry.
CLO2 : Evaluate marketing innovations
CLO3 : Plan and conduct an investigation on an aspect of new product/service development, and present findings in an appropriate format.
CLO4 : Formulate and assess strategic, operational and tactical product/service innovation decisions.

Course Learning Outcomes	Assessment Item
CLO1 : Analyse how innovation occurs in an industry.	<ul style="list-style-type: none"><li>• Tutorial Exercises</li><li>• Major Project</li></ul>
CLO2 : Evaluate marketing innovations	<ul style="list-style-type: none"><li>• Tutorial Exercises</li><li>• Major Project</li></ul>
CLO3 : Plan and conduct an investigation on an aspect of new product/service development, and present findings in an appropriate format.	<ul style="list-style-type: none"><li>• Major Project</li></ul>
CLO4 : Formulate and assess strategic, operational and tactical product/service innovation decisions.	<ul style="list-style-type: none"><li>• Final Examination</li></ul>

## Learning and Teaching Technologies

Moodle - Learning Management System

## Learning and Teaching in this course

This course adopts an active, adult-learning approach that values interactive learning and teaching. The foundations of this approach are tailored readings for each topic. The readings consist of academic research papers, thought pieces, and decision-focus cases.

The class consists of informal lectures combined with class discussions of assigned readings and cases. The purpose of the informal lectures is to present a critical discussion and assessment of assigned readings supplemented by a presentation of additional conceptual material. While the emphasis in lectures is the presentation of theory, the emphasis in discussion is the application of this theory in the discussion of business cases. Lectures are not a substitute for reading the assigned readings and cases.

# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates
Tutorial Exercises Assessment Format: Individual	20%	Start Date: Not Applicable Due Date: Not Applicable
Major Project Assessment Format: Individual	40%	Start Date: Not Applicable Due Date: Week 7
Final Examination Assessment Format: Individual	40%	Start Date: Not Applicable Due Date: Not Applicable

## Assessment Details

### Tutorial Exercises

#### Assessment Overview

Tutorial Exercises

Assesses: PLO1, PLO2, PLO3 and PLO5.

#### Course Learning Outcomes

- CLO1 : Analyse how innovation occurs in an industry.
- CLO2 : Evaluate marketing innovations

#### Detailed Assessment Description

You will be awarded an overall score out of 20 for participation in in-class participation in tutorial activities

and case discussions. This will be awarded by the tutor at the end of the last tutorial but will be measured

every week. You may request specific feedback during Term.

#### Assignment submission Turnitin type

Not Applicable

### Major Project

#### Assessment Overview

Major Project.

Assesses: PLO1, PLO2, PLO3

### Course Learning Outcomes

- CLO1 : Analyse how innovation occurs in an industry.
- CLO2 : Evaluate marketing innovations
- CLO3 : Plan and conduct an investigation on an aspect of new product/service development, and present findings in an appropriate format.

### Detailed Assessment Description

This will be a 1500 word individual assignment, due in Week 7. The detailed format and assessment criteria for this assignment will be made available to students via Moodle and discussed in class.

### Assessment Length

1500 words

### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

## **Final Examination**

### Assessment Overview

Final Examination

Assesses: PLO1, PLO2

### Course Learning Outcomes

- CLO4 : Formulate and assess strategic, operational and tactical product/service innovation decisions.

### Detailed Assessment Description

Each student must respond to the assigned questions with short essays that should not exceed 1500 words in total. The allocated time for reading and writing the responses is 2 hours. This is an open "book" (i.e., open notes and readings) exam and is designed to be a challenging exercise in critical thinking and articulation of your course/topic-relevant knowledge.

## **General Assessment Information**

### Grading Basis

Standard

### Requirements to pass course

Students must achieve a cumulative total of at least 50/100 marks to pass this course.

# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	Strategic elements of new product development • No tutorial
Week 2 : 19 February - 25 February	Lecture and Tutorial	New product development process Tutorial: case discussion
Week 3 : 26 February - 3 March	Lecture and Tutorial	Opportunity identification – finding the gap Tutorial: case discussion
Week 4 : 4 March - 10 March	Lecture and Tutorial	The product concept Tutorial: case discussion
Week 5 : 11 March - 17 March	Lecture and Tutorial	The problem find-solve approach Tutorial: case discussion
Week 6 : 18 March - 24 March	Other	[Flexibility Week]
Week 7 : 25 March - 31 March	Lecture	Applied Innovation: Managing Innovation Resistance Tutorial: case discussion Strategic Market Analysis assignment due
Week 8 : 1 April - 7 April	Lecture	Concept evaluation Tutorial: case discussion
Week 9 : 8 April - 14 April	Lecture	Market transformation planning Tutorial: case discussion
Week 10 : 15 April - 21 April	Lecture	Launch plan, implementation and management No tutorial

## Attendance Requirements

Please note that lecture recordings are not available for this course. Students are strongly encouraged to attend all classes and contact the Course Authority to make alternative arrangements for classes missed.

## General Schedule Information

Detailed schedule to be posted on Moodle.

## Course Resources

### Prescribed Resources

Journal article readings

A list of articles for each weeks topic are shown on Moodle. They can be downloaded from the UNSW library e-journal system.

HBSP cases

HBSP case links will be made available via Moodle

Moodle

Assignment instructions, course announcements and some additional material will be posted on Moodle throughout the term. Please check Moodle regularly, and at least twice a week.

#### Additional content resources

Many journals contain articles about product/service innovation management, which can be useful in preparing the application exercises and the research report. Examples that can be found in the library include: Journal of Product Innovation Management; Creativity and Innovation Management; European Journal of Marketing; Harvard Business Review; International Journal of Research in Marketing; Journal of Business Research; Journal of Marketing; Journal of Marketing Research; Journal of Strategic Marketing; Journal of the Academy of Marketing Science; Strategic Management Journal.

Many newspapers and trade magazines also contain innovation-related articles. Examples that can be found in the library include:

Australian Financial Review \* B&T Magazine \* Business Review Weekly \* Marketing Management  
\* The Australian \* Wall Street Journal

Additional student resources and support:

\* Library information/subject guides are available at <http://subjectguides.library.unsw.edu.au/subjectguides>

## Recommended Resources

The recommended textbook for this course is:

New Products Management 12e, by C. Merle Crawford, Anthony Di Benedetto (2021).

It is available at Vital Source: <https://www.vitalsource.com/en-au/products/ise-ebook-new-products-management-crawford-v9781260590548?term=9781260590548> and

It is also available for \$76.95 from the publisher's website at: <https://www.mheducation.com.au/ise-ebook-new-products-management-9781260590548-aus>

# Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Tania Bucic		Quad 3031		by appointment	Yes	Yes
Tutor	Balu Varghese		online		by appointment	No	No
	Stephen Enemark				by appointment	No	No

## Other Useful Information

### Academic Information

#### COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [key policies and support page](#).

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

#### STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [key policies and](#)

support page. For PG Research PLOs, including MPDBS, please refer to the [UNSW HDR Learning Outcomes](#).

## Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

## Submission of Assessment Tasks

### SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current](#)

[Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/course coordinator will be automatically notified when your application is processed.

2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the [key policies and support](#) page.

## LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the ‘wrong’ assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

## FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be

provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

## Faculty-specific Information

### PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

### COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

### QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be

used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

## TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.