

# New Product Development

COURSE NO. MKT 350, [REDACTED]  
ANDERSON UNIVERSITY [REDACTED]



“And what does the Lord require of you?  
To **Act Justly** and to **Love Mercy**  
and to **Walk Humbly** with your God.”

**Micah 6:8**



## I. Course Information

College of Business / MKT350 / New Product Development / Online

Course begins on: [REDACTED] and ends on: [REDACTED]

Expected Time Commitment: 12 hours per week

## II. Instructor Information

[REDACTED]  
Office location: [REDACTED]

Cell: [REDACTED]

Office: [REDACTED]

Office hours: Fall/ Spring: [REDACTED]

E-mail: [REDACTED]

## III. Course Purpose, Student Learning Outcomes, and Course Learning Goals

This course seeks to study how firms and organizations go about effectively developing new products and bring them to market or to their customers.

Course Goals:

- To introduce students to the principles related to developing products
- To allow students an opportunity to apply development techniques
- To introduce students to product developers to see how they manage new products in context.

Student Learning Outcomes:

- Demonstrate a basic understanding of the NPD terms and processes.
- Demonstrate an ability to apply NPD principles real life situations
- Demonstrate the ability to integrate faith into issues that arise regarding NPD.

IDEA Course Evaluation Objectives:

1. Learning to Apply Course Material (to improve thinking, problem solving, and decisions)
2. Gaining a basic understanding of the subject (e.g., factual knowledge, methods, principles, generalizations, theories)

3. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course

#### **IV. Method(s) Of Instruction / General Operating Procedures**

Case Studies: Through this course you will examine successful, and unsuccessful product launches.

Business Case: In this class you will have the opportunity to work on a business case proposing a new product of a company of your choice. Each section of the course will correlate with an element of the business case. Details of the case will be given throughout the semester.

#### **V. Content Outline / Course Calendar**

See course calendar (next page)

#### **VI. Assignments; Method(s) Of Assessing Achievement of Student Learning Outcomes; Student Feedback and Grading Policies and Procedures**

Professionalism	300 pts
Case Studies	300 pts (10% ea)
Project Gate 1	100 pts
Project Gate 2	100 pts
<u>Final: Business Case</u>	<u>200 pts</u>
Total	1000 pts

Professionalism Grade: It is our job to help you reach your potential as you prepare to enter the workforce. Thus, this class will be run with the same expectations as a live office. For your professionalism grade, you start with 300 points. You will receive point deductions for the following:

- Failure to properly engage in required discussions -10-50 points
- Failure to respond to professional correspondence within 1 business day -50 points
- Unprofessional behavior -10 to -50 points

##### **Grading Scale**

- A: 900 – 1000
- B: 800 – 899
- C: 700 – 799
- D: 600 – 699
- F: 0 - 599

#### **VII. Textbook(s), Supplementary Readings, Required Materials**

[REDACTED]

[REDACTED]

[REDACTED]

## VII. Computer and Information Technology Use

All students are expected to establish and maintain an e-mail address on the Anderson University e-mail system. Students are expected to check their e-mail at least once a day Monday through Saturday. Students are responsible for all material, assignments, and announcements sent by e-mail. Ignorance of course requirements, instructor statements and directions, and University announcements or policy statements sent through University e-mail is not an acceptable excuse for failure to meet the requirements of a course or to adhere to University policy.

## IX. Course Policies

### **Disabilities and Academic Adjustments Policy:**

If you have a disability that may interfere with your learning, testing, or assignment completion in this course, you may be eligible to receive an academic adjustment to help provide you with an equal opportunity to participate in and benefit from this course. Please contact the Coordinator of Accessibility Services in the Center for Student Success, who will advise you on appropriate documentation, determine reasonable adjustments, and notify me of any adjustments for which you are eligible. Once you have been approved for an academic adjustment through the Center for Student Success, please discuss with me its appropriate implementation in this course. Documentation must meet the guidelines specified by university policy, and no one else can be notified of your disability or adjustment without your written consent. This process must be repeated for every semester you are enrolled at Anderson University and wish to receive an adjustment. Academic adjustments are intended to “level the playing field” so that students with disabilities can demonstrate their true abilities in their courses. Changes cannot be made to grades earned before a student has requested an adjustment, so please attend to this early in the semester.

### **Academic Honesty:**

Students at Anderson University are expected to conduct themselves with integrity and to be honest and forthright in their academic endeavors. The University faculty’s expectations define the following areas that would violate Academic Honesty: plagiarism, fabrication, cheating, and academic misconduct. The policy, process, and penalties for academic dishonesty are described in the Student Handbook. (Excerpt from AU Catalog)

### **Permission for or Prohibition of Recording Lecture/Class Meetings: Yes**

**Attendance/Participation Policy:** You are expected to check in the online portal 4-6 times per week. Ensure to always visit the announcement board.

### **Late Work Policy:**

One day late 10% penalty  
Two days late 25% penalty  
Three days late – no credit

**Last day to Drop with no grade:** [REDACTED]

**Last day to Withdraw with a W grade on transcript:** [REDACTED]

## X. Other Learning Facilities and Resources Pertinent to Course

Thrift Library

Hours are posted at <https://www.andersonuniversity.edu/library> (Closed on all university holidays.)

Bunton Lab

Located in Thrift Library, 2nd floor.

The Writing and Multi-Media Center

Located in Thrift Library, 2nd floor. For drop-in hours and appointment-based tutoring for all your writing needs, see <https://www.andersonuniversity.edu/writing-center>. Schedule an appointment by visiting <https://anderson.mywconline.com>.

The Center for Student Success

Located in in Thrift Library, 2nd floor. The Center provides support for academic assistance, tutoring services, as well as study skills seminars. Call 864-328-1420 to contact the Center or visit their website at <http://www.andersonuniversity.edu/student-success>.

### **Tentative Course Schedule\***

\*Assignments and dates are subject to change at the discretion of the instructor.

	<b>Class Topic</b>	<b>Assignment Due</b>
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