

## Course Syllabus

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| <b>1. Program of Study</b>          | Bachelor of Business Administration Program  |
| <b>Faculty/Institute/College</b>    | Mahidol University International College   |
| <b>2. Course Code</b>               | ICMK 319   |
| <b>Course Title</b>                 | New Product Management   |
| <b>3. Number of Credits</b>         | 4 (Lecture/Lab/Self-Study) (4-0-8)   |
| <b>4. Prerequisite(s)</b>           | ICMK 316   |
| <b>5. Type of Course</b>            | Required Course  |
| <b>6. Trimester / Academic Year</b> | First, Second, Third Trimester/2007-2008   |
| <b>7. Course Conditions</b>         | 20-40 students   |
| <b>8. Course Description</b>        | Product management policy, strategies in developing and positioning products and product lines throughout the product life cycle, new product introduction, improvements, and deletion strategy. |
| <b>9. Course Objective(s)</b>       | After successful completion of this course, students will be able to   |
|                                     | 9.1 Conduct a new product development process including an effective development strategy.   |
|                                     | 9.2 Manage cross-functional teams across the organization in new product development.  |
|                                     | 9.3 Develop the marketing plan for new product.  |
|                                     | 9.4 Develop and manage the financial aspects of a new product development project.   |

## 10. Course Outline

Week	Course Outline				Instructor
	Topics	Lecture	Lab	Self-Study	
1	The New Product Process	4	0	8	SYK
2	Opportunity Identification and Selection	4	0	8	SYK
3	Strategic Planning for New Products	4	0	8	SYK
4	Problem-base ideation: Finding and Solving Customers' Problems	4	0	8	SYK
5	Analytical Attribute Approaches: Introduction and Perceptual Mapping	4	0	8	SYK
6	Midterm Examination	4	0	8	SYK
7	Analytical Attribute Approaches: Trade-off Analysis and Qualitative Techniques	4	0	8	SYK
8	The Concept Evaluation System, Concept Testing, Sales Forecasting and Financial Analysis	4	0	8	SYK
9	Product Protocol, Design, Product Use Testing	4	0	8	SYK
10	Strategic Launch Planning, Market Testing	4	0	8	SYK
11	Launch Management, Public Policy Issues	4	0	8	SYK
	<b>Total</b>	<b>44</b>	<b>0</b>	<b>88</b>	

## 11. Teaching Method(s)

Combination of class lecture and case discussion  
 Special Topic from experienced guest lecturers

## 12. Teaching Media

Power point and handouts, case materials, multimedia and interactive resources,  
News clipping and selections from popular marketing and business literature

### **13. Measurement and Evaluation of Student Achievement**

Students achievement is measured and evaluated by

- 13.1 The ability in conducting a new product development process including an effective development strategy.
  
- 13.2 The ability in managing cross-functional teams across the organization in new product development.
- 13.3 The ability in developing the marketing plan for new product.
- 13.4 The ability in developing and managing the financial aspects of a new product development project.

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Student must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. Midterm	30%
2. Final	45%
3. Research Project	25%

### **14. Course Evaluation**

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

### **15. Reference(s)**

Crawford, M. C. and Di Benedetto, A. (2005). **New Product Managment**, 8<sup>th</sup> Edition, McGraw-Hill.

### **16. Instructor(s)**

Suwalya Khemvaraporn

### **17. Course Coordinator**

Program Director of Marketing Major

